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THIRTY-FIFTH YEAR
The Desert Sun

The Desert Empire's Leading Daily Newspaper

WEATHER
Desert Area Forecast:
Partly cloudy today through Wednesday.
Chance of few showers tonight. Strong gusty
winds. Continued cool. High today 65 to 70.
Monday's high in Palm Springs was 67
with a low of 51.

VOL. 35, NO. 195 62 PAGES—2 SECTIONS Palm Springs, California, Tuesday, March 20, 1962 PHONE 325-5005 SINGLE COPY 10c

County Branch in Springs Strikes Snag Over Lease

EDITORIAL

Story of Growth

With pride which we hope is pardonable, we present today the 1962 edition of Progress. We hope you will read it with pride, too, for it presents a remarkable story of growth and progress from the mountains and Hi-Desert to the Salton Sea.

This is the area in which you live and play and you may well feel proud in its virility and growth.

Most dramatic event you'll read about here is the start last year of construction of the 20-year dream, the Palm Springs tramway. By itself it accounted for \$7½ million of a \$200 million growth in planning and construction last year in Coachella Valley.

Read of the 25.3 percent increase in business; of the population and school attendance explosion; of the new College of the Desert now building; and of the new Desert Sun building and presses.

It's all yours, even your Desert Sun, and mostly the vision, the courage, and the cold cash which made it all grow.

We can all feel proud.

News In Brief

ALGIERS, Algeria (UPI)—More than 50 Moslems were reported killed in fighting between villagers and police near Oran Monday night and today. Shootings and bombings also broke the relative calm in Algiers and Oran during the day.

The Moslem vs. Moslem clash in the village of St. Denis du Sig was the worst since the Algerian cease-fire was proclaimed by France and the Algerian nationalists at noon Monday. Reports received here said at least 32 persons died.

GENEVA (UPI)—India today proposed a network of monitoring stations in neutral countries to police an immediate moratorium on nuclear testing until the big powers can agree on a treaty.

HAVANA (UPI)—Cuba will try as war criminals beginning March 29 nearly 1,200 invasion troops captured after the unsuccessful Pig's Bay landing of last April 17, it was announced here today.

-BUENOS AIRES (UPI)—Troops took up positions today, ready to deal with any violence that might result from government takeover of 5 of the 11 provinces that went Peronist in Sunday's election.

All military leaves were cancelled and other security measures were ordered on a precautionary basis. Apart from a few protest bombings, however, there was no immediate report of violence.

NEW DELHI (UPI)—Mrs. Jacqueline Kennedy stayed up until 3 a.m. today to see a pink palace by moonlight and gave a rose to a gallant maharaja who surprised her with goodbye kiss on the cheek.

CLARK AFB, Philippines (UPI)—A search ship has recovered additional debris, including a piece

of aluminum tubing, in the Pacific area where a freighter sighted a bright flash the night a troop-carrying airliner vanished, officials announced today.

SAN FRANCISCO (UPI)—The 5-day-old West Coast maritime strike was described Monday as a national emergency which is holding up vital cargo, including 1,500 tons of nuclear test supplies for Christmas Island.

New Law to Give Lever On Pensions

WASHINGTON (UPI)—President Kennedy today signed into law a bill giving the Labor Department broad new powers to oversee management of employee pension and welfare plans.

The President said the act "rectifies major weaknesses" in existing legislation. He described it as "extremely important in protecting the pension and welfare interests" of workers.

An estimated 90 million workers and their families are covered by union and management plans.

The White House bill-signing ceremony was witnessed by Senate and House members instrumental in passage.

Kennedy said the legislation was "most desirable from the public viewpoint." He said it meant that beneficiaries would be able to "look to the future with confidence."

Renewal Option Sought

RIVERSIDE—Approval of preliminary plans for the proposed county branch administrative center at Palm Springs was delayed by the Board of Supervisors Monday.

At the same time, Administrative Officer Robert Andersen was asked to negotiate further with the City of Palm Springs relative to the property on which the center is to be located.

Action was postponed to April 9. Architect E. Stewart Williams of Palm Springs presented the final preliminary floor and site plans to the board with estimated cost of \$242,000. Of this amount \$187,500 is for building, \$19,500 for parking area, \$5,300 for utility installation and \$28,700 for miscellaneous items, including \$17,700 for architects and engineering services.

Expansion Planned

The building would have court and clerks facilities, department offices, storage space, lounge and lobby.

The 1962 program which the \$242,000 estimate covered includes 9,900 square feet of building. Future expansions would add 5,850 square feet.

The city had proposed to lease to the county a 296 by 450-foot portion of its civic center across from the City Hall on McCallum Way east of El Cielo Road. The lease would be for 50 years at \$1 per year rental. At the end of 50 years, the county would either remove the building or lose it to the city if left on the property.

It was this phase of the lease that Supervisor Norman Davis objected to. "The county would be paying approximately \$5,000 a year for the 50 years. At the end of that time the county would have nothing but the building, and would only have that if it were removed from the premises."

Renewal Option

"It seems to me," said Davis, "that we should at least have a renewal option clause in the lease."

Andersen said purchase of the property had been discussed with city officials, but the city had said they would like to sell it to the county, but could not because of conditions attached to the city's purchase of the property from the federal government.

County Counsel Ray Sullivan said he could find nothing in the document to show restriction by federal authorities on the city's right to sell the property.

Sullivan suggested that the county propose to buy the property from the city with an agreement that if it ceased to be used for county purposes it would revert to the city.

The board asked Andersen to continue to negotiate with the city, either to purchase as suggested, or to lease with a renewal option.

Suspects Claim Victim Hired His Murderers



GAS EXPLOSION shortly after 8 p.m. Monday tore a side wall off this home at 45278 Towne Street in Indio. The accident, which was reportedly caused by an accumulation of gas in the home, resulted in the death of a 20-month-old baby, Charles Douglas, and injuries to his sister and mother. (PS Newsphoto)

Council Reverse On Trailer Zone

The Palm Springs city council Monday introduced a zone change ordinance for 5.5 acres of Indian-owned land on South Palm Canyon Drive, which will permit construction of an \$850,000 mobile home park on a 17.5 acre site.

City Downs Appeal for Gas Station

The Palm Springs city council wiped the slate clean on pending gasoline service station applications for North Palm Canyon Drive Monday by denying 5-2 an appeal of the MEF Land Co. from planning commission denial.

M. E. Frazier, application for a conditional use permit for a station at the southeast corner of Yorba Road and North Palm Canyon Drive, had been previously denied and reapplied for a larger site at the location.

The council has agreed to study the entire problem of need for a service station on the city's newly-improved main north entrance. Councilman Ted McKinney told the council a station is needed somewhere in the north end now.

Reversal

The action, a reversal of previous action, was taken after the council was told by Arnold Rumwell, attorney, that area residents whom he represented had withdrawn opposition to active support. The council was assured that possessory lease interests of developer Mrs. Jack Shlicht would produce 85 to 90 per cent of normal land taxes for the 65-year lease project, and full taxes on improvements and personal property in the development.

The Key

An obvious key to the councilman in thinking — which last night upheld the city planning commission recommendations — was the list of conditions attached to the development. The council, acting after Rumwell's presentation including his unchallenged assertion that 12 acres now zoned for trailer park could not be stayed for development, included the full 10 conditions listed by the planning commission.

No Coolers

The development is also prohibited from installation of coolers or other unscreened devices on trailer tops.

The council vote completed a full cycle of voting counts, in the introduction of the zone change for the luxurious mobile home development.

The zone change for the 5.5 acres was introduced on a 4-2 vote, the same total that rejected the introduction the previous Monday.

Baby Dies From Home Explosion

INDIO — A 20-month-old baby died this morning at 4:45 at Casita Hospital from injuries sustained Monday night in a gas explosion here.

Charles Douglas, the baby, his sister, Rebecca, 2, and mother, Mrs. Margaret Douglas, were in the home about 8 p.m. when the explosion occurred. It blew off a side of the house, lifted the roof which settled back and knocked the house off its foundations.

Investigators from the Indio fire department reported that an accumulation of gas was the cause for the accident. The home, at 45278 Towne Street, next to the City Hall here, was wrecked beyond repair, according to the fire department, and will be condemned.

The mother and two children were rushed to Casita Hospital where the mother and daughter are now reported in good condition.

JFK Threat to Cuban Blitz Secrecy-Nixon

WASHINGTON (UPI)—Richard M. Nixon says that President Kennedy endangered the secrecy of the Cuban invasion when he was campaigning for the White House.

Nixon, in his book, "Six Crises," wrote that the Central Intelligence Agency briefed Kennedy on plans for the invasion during the 1960 campaign.

But the former vice president said his Democratic rival came out publicly on Oct. 20 for U.S. intervention in Cuba and aid to anti-Castro forces.

"I thought that Kennedy, with full knowledge of the facts, was jeopardizing the security of a United States foreign policy operation," Nixon wrote.

Bizarre Death Plot Told to Phoenix Police

PHOENIX (UPI) — Police today questioned two men who told a bizarre tale of how they and two others strangled a retired jeweler who allegedly hired them to kill him because of an incurable disease.

Ernest Spurlock, 20, and Jesse Tillis, 19, described in detail Monday the death of Sam L. Resnick, 61, whose body was found in the desert north of here March 4, four days after he disappeared.

Spurlock and Tillis, also known as Jesse Allen, implicated three others in their story, R.E. Jackson, about 28, his brother, Clemmie Lee Jackson, 18, Crockett, Tex. and a fugitive they refused to identify.

Want Ad Murder

The two said Clemmie and Tillis first made contact with Resnick, who recently moved here from Albany, N.Y., through a want ad. They said when they asked for work Resnick offered them \$200 cash and \$6,000 in jewels if they would kill him. Because he had incurable cancer.

Three others were brought in on the plot and Spurlock and Tillis said the unidentified man again contacted Resnick and accepted the offer.

The pair told deputies the suspects, excluding Clemmie, drove Resnick to a spot he had selected, and then strangled him in accordance with his instructions.

Happy Over Death

They said Resnick seemed happy over his coming death, but complained he hurt from cancer.

The suspects said they looped a quarter-inch rope around Resnick's neck and two of the men began to pull, but the rope broke. The suspects said they knotted the rope and were successful on the second try.

They said they then searched Resnick's pockets but only found the jewels and no money. The jewels, which were recovered, buried in the back yard of R.E. Jackson's home.

Earlier, Sheriff's Capt. Ralph Edmondson said Resnick had tried as early as last October to hire someone to kill him, offering up to \$10,000. He said he had reports from five persons Resnick approached.

Tonight 'Twill Be Spring

Say good-bye to winter. It's on its last legs.

At 6:30 p.m. today (PST) the tilt of the earth southward will put the sun over the Equator and the Vernal Equinox will be here.

It will be spring. Days and nights are theoretically equal (but not actually) and the hours of sunshine will continue to gain on night until June 21, the summer solstice.

For most of the nation, United Press International reported: Spring got a watery welcome today from what may have been the worst U.S. winter in half a century.

Rain and snow flurries were the rule over much of the nation. Warming temperatures raised flood threats in many areas.

Spring was scheduled to arrive at 9:30 p.m. EST in the Northern Hemisphere, when the sun's path crosses the Celestial Equator.

But departing winter left marks which will be hard to erase in some areas.

It was a winter of misery and tragedy, a winter of record, cold and snowfall in the Midwest, a winter of mudslides and floods in the Far West, a winter of crop killing frosts and deep snows in Dixie, a winter of massive storms along the Atlantic Coast. It was a perverse winter of extremes.

It was a winter for the survivors to tell grandchildren about. The U.S. Weather Bureau said it was the first time since 1910 that abnormal weather was the pattern from coast to coast.

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CELEBRITIES PACK IN

Desert Circus Starts Tomorrow

Palm Springs will be jammed with tourists and political and movie greats tomorrow through Sunday during Desert Circus week, the highlight of the social season.

The announcement of President John F. Kennedy's Friday-to-Sunday stay in the Palm Springs area has added excitement and speculation to the swelling ranks of personalities who will participate in some way in Circus activities.

Gov. Edmund G. Brown will be California Marshal Sam H. Shapiro will

serve as his state's marshal. Illinois is being saluted by the 26th annual Circus this year.

Singer Frankie Laine, whose records have sold over 60 million, a mark bettered only by Bing Crosby, will be Grand Marshal. Hearst movie columnist Louella Parsons, a native daughter of Illinois, will reign as Queen of the Circus. Disc jockey and TV personality Larry Finley will hold the gavel as Kangaroo Court judge, and his bailiff will be Dot recording star Keely Smith.

Most spectacular event will be the aerial demonstration performed by the United States Air Force "Thunderbirds" Sunday at 2 p.m. over the Palm Springs airport. Daring and skillful pilots fly North American F-100C Super Sabre jets in tight formation stunts. "America's Ambassadors in Blue," as they are called, have flown more than 1,500,000 air miles to give the United States and 23 foreign countries a better understanding of air power. The free show, with exhibits, is sponsored by the

Palm Desert Chamber of Commerce.

High Sheriff Harry Chaddick and his deputies will raid the night spots of Palm Springs starting at 8 p.m. Thursday. All those subpoenaed will have to answer in Kangaroo Court the next day.

The Desert Circus parade, complete with antique cars carrying celebrities, bands, horses and floats, will roll down the main thoroughfare at 10 a.m. March 24. Other events include rodeos, a

(See Desert Circus, Page 2)

Palm Springs Census in Final Week of Sampling

The Palm Springs sample population survey now underway to determine whether this resort city has more than the 13,408 permanent residents shown in the 1960 census, began its final week Monday.

David Frisen, chief statistician for population studies in the state Department of Finance, announced that excellent cooperation "points to achieving a successful" survey. Surveys within the city's 11 mobile home parks began Monday. Approximately 300 samples will be made in the nearly 1,200 trailer spaces within the city limits.

Final clearing of cases where no one was home in an obviously occupied residence will continue info next week, Frisen and City Man-

ager Dan Wagner reported. Postcards will be left for persons who cannot be contacted, to write the information to city hall.

Wagner had emphasized the survey, authorized for a maximum cost of \$6,000, will determine accuracy of prior census counts. It could mean additional revenues to Palm Springs if the state figures reveal more residents. State tax disbursements to the city amounted to approximately \$7.92 per city resident last year.

SINGIN' AND TOURIN'
HOLLYWOOD (UPI) — James Darren is currently on tour for his new hit Colpix Record album. "James Darren Sings for All Sizes."

Ten Stocks Actively Traded Today

(From the leased wires of Shearson, Hamnall & Co.)
120 North Indian Avenue

	Yesterday	Today
	Closing 2 p.m.	
Beckman	136	137
Decca	49	48 1/2
Ford	99	98 1/2
General Dynamics	30 3/4	30 1/2
Lockheed	48 1/4	47 3/4
Metro-Goldwyn-Mayer	47 1/2	46 3/4
Raytheon	36 1/4	37
Republic Steel	56	55 1/2
Standard Oil, N.J.	55	54 1/2
United Aircraft	48 1/4	49 1/4

Bankruptcy Sign Taboo

Palm Springs city council members were unmoved Monday by threats of Stanley Haberman, young Los Angeles attorney, to get a federal court order for a taboo bankruptcy sale sign.

Haberman made his threat in a last-ditch plea for a 32-square foot sign to be located 900 feet from East Palm Canyon Drive on the 6.2 acre site of the defunct Blackstone Hotel.

Haberman emphasized that the federal court had full control of bankruptcy proceedings, and argued this control over assets disposition could include ordering a sign out of conformity with city codes.

City Attorney Jerry Bunker had told the council a week ago that the sign might speed the sale. The council then opposed use of the word bankruptcy on the sign, and voted against granting the non-conforming sign. Bunker explained today that Haberman was provided a copy of the city code, but had not sought to follow variance procedures.

Desert Circus Start Slated

(Continued from Page 1)

square dance, golf tournaments, a fashion show luncheon, a 25-mile endurance ride, a chuckwagon breakfast, authentic Indian dances and a sheriff's buffet dinner dance.

Social highlight of the Desert Circus activities is always the Big Top Ball, which this year has the tropical theme of "Land of Lincoln." Among those attending Saturday will be Secretary of the Army Elvis Stahr, renowned aviatrix Jacqueline Cochran Odum, international sportsman Sir Donald Campbell, and the Duke and Duchess of Manchester.

Mrs. Odum will wear a replica of the purple velvet gown Mary Todd Lincoln wore to a White House New Year's Eve party before Lincoln was assassinated. The gown is in the Smithsonian Institute.

Stabbing Suspect Bound Over to Federal Court

A Palm Springs woman, Bessie Mae Lawson, 40, was bound over to Superior Court yesterday in Judge Eugene Theriault's Municipal Court on a charge of assault with a deadly weapon.

Mrs. Lawson was arrested Friday following the stabbing of Earl Hanford, 28, of 4025 Calle Santa Rosa. The attack reportedly resulted from an argument at the Lawson home, 430 N. Calle Encilia. Hanford was stabbed in the shoulder, back and forehead.

Arraignment was set for Mrs. Lawson for Friday in Superior Court with bail set at \$2625.00.



POPE JOHN XXIII sits on his throne in the Consistorial Hall of the Apostolic Palace on the first day of the Consistory which will create 10 new "Princes of the Church," raising the number to a record 87. (UPI Radioteletype)

Councilman George Beebe Will Reenter P.S. Business

Councilman George Beebe Jr., disclosed project "extremely attractive," adding that full announcement of his plans will be made after "financial matters are worked out."

"I've been approached by many people since I sold my store, to go into real estate or investment firms," Beebe said. He said he has been weighing a return to business for several weeks, though he had planned "to take a vacation from business for a while, when I first sold my other business."

She Learned of Leaving of Keys

A Palm Springs woman has learned never to leave the keys in a car — even if it's broken down. Mrs. Louise Steinberg, 797 Via Vadera, told officers her 1958 sports car quit on her Sunday evening about 6 while she was traveling along Indian Avenue. She said she left the keys in the ignition so the tow car could move it.

When she returned at 9 a.m. Sunday morning, the car was gone.

RING TO FILMS

HOLLYWOOD (UPI) — Roland LaStarza, former top-ranking heavyweight boxing contender, who retired from the ring, started an acting career with Ben Gazzara in "Reprieve" and has been signed for a featured role in "Battle Zone," a new TV series currently in preparation.

U. S. WEATHER

By United Press International
Temperatures and precipitation for the 24-hour period ending at 4 a.m.:

	High	Low	Precip.
Boston	49	30	
Chicago	47	35	.01
Denver	61	37	
Fresno	71	47	
Kansas City	70	45	.49
Los Angeles	60	52	.02
Miami	72	68	
New Orleans	73	57	
New York	56	38	
Phoenix	74	50	.41
Sacramento	60	47	
San Diego	60	53	.02
San Francisco	53	48	.07
Seattle	48	43	T.
Washington	54	39	.06

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District 54 Contract Awarded

The Massey Construction Co. low bid of \$28,454 for installation of sewers in Assessment District 54 on Belding Drive won the contract award from the Palm Springs city council Monday.

The project, extending from Saturnino to Sunset Way, was estimated at \$34,152 by the city public works department, including incidentals.

The council delayed the spread of assessment on District 37, pending completion and inspection of corrections on the project. Councilman Ted McKinney told the council he had found some of the concrete sidewalk installation "unsatisfactory."

Thomas Essen, public works director, told the council he has submitted four sheets of corrections to be made. The district, on North Riverside Drive, San Lucas Road, and Sunny Dunes Road, included paving, curbs, gutters, sidewalks and sewers. The paving was termed "excellent" by McKinney.

'Faust' Movie Set Wednesday

DESERT HOT SPRINGS — The color motion picture "Faust" will be presented at the Desert Theatre here Wednesday under the sponsorship of the Desert Hot Springs Lions' Club Wednesday.

The opera, the fifth in the Lions' seasonal program of seven, will be shown at 2:30, 7, and 9:15 p.m. Scheduled as a co-feature are overtures from "Don Pasquale" and "Fra Diavolo."

Net proceeds from the shows benefit the Lions' sight conservation program.

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Saund Announces Reelection Race



DALIP S. SAUND

Schedule of P.S. Circus Events Told

The following is the schedule of events for the 1962 Palm Springs Desert Circus:

Wednesday
Sheriff's and deputies luncheon, Tennis Club, 12:30 p.m.
Major League baseball, Los Angeles Angels vs. San Francisco Giants, Polo Grounds, 1:30 p.m.

Sherman Indian dances, 12 p.m.
Apache Sunrise dancers and approximately five Papago troubadours, Desert Museum, 8 p.m.

Thursday
Night on the Town, high sheriff and deputies raid of night spots, 8 p.m.
Sheriff's dinner dance, Tennis Club, after night spot raids, 10 p.m.

Friday
Kangaroo Court, Fashion Show luncheon, Chi Chi, 12 noon.

Saturday
Chuckwagon breakfast, Santa Fe Federal Savings and Loan parking lot, 6:30 until noon.
25-Mile Endurance race, starting at Polo Grounds, 7:30 a.m., finish during rodeo at approximately 3:30 p.m.

Parade, along Palm Canyon Drive, beginning at 10 a.m.
Rodeo, Polo Grounds, 2:30 p.m.
Land of Lincoln Ball, El Mirador Hotel, 8 p.m.

Saturday
Thunderbirds Air Show and exhibit, seats at rodeo grounds, U.S. Air Force official aerial demonstration team, 2 p.m., sponsored by Palm Desert Chamber of Commerce.

Rodeo, Polo Grounds, 2:30 p.m.
Square Dance Jamboree, Playhouse, 2 p.m.

Everyday
Golf

WASHINGTON — Congressman D. S. Saund announced today that he will seek reelection to a fourth term as Representative of Riverside and Imperial Counties in Congress.

The Westmorland Democrat became the first member of his party to be elected to Congress in the 29th (now 38th) Congressional District when he defeated Mrs. Jacqueline Cochran Odum after a hard-fought election campaign in 1956.

He defeated his Republican opponents by substantial margins in the 1958 and 1960 elections. He had no Democratic opposition.

Committees

Saund has been a member of the House Foreign Affairs Committee throughout his five years service in Washington. He serves on the following subcommittees: Far East and the Pacific, State Department Organization and Foreign Operations, and International Organizations and Movements.

Saund was appointed in 1959 to the House Interior and Insular Affairs Committee, which handles legislation on water and public lands problems and projects of vital importance in Riverside and Imperial Counties. He serves on the Subcommittee on Irrigation and Reclamation, Public Lands, and Indian Affairs.

Bills Authored

Major legislation which he has authored includes a bill which authorized the equalization of allotments on the Agua Caliente Indian Reservation in Palm Springs. As a result of the passage of Saund's bill, the Indian land was opened up for large scale development of the Palm Springs Municipal Airport.

Last year, Saund was successful in promoting passage of his "date bill" which will require importers of dates to meet the same inspection standards imposed in packing houses at Indio.

Native of Asia

Another of Saund's bill cleared the way for extension of irrigation distribution lines to Indian lands in Coachella Valley.

Saund is the first native of Asia to be elected to the Congress of the United States. He came to California from India in 1920 as a student and was a farmer in Imperial Valley for 25 years. He worked for four years for passage of a congressional bill in 1946 permitting natives of India to become citizens of the United States.

Four years later his neighbors in Westmoreland elected him judge of Westmoreland Judicial District. Due to a technicality, he was not seated, but he won the election again two years later and served as judge until his election to Congress.

Tuesday, March 20, 1962

THE DESERT SUN Page 3



WALLFLOWERS at the big Coachella Valley Firemen's Ball Saturday in the Riviera Hotel were these smokechasers who took out time from the light fantastic to monitor the emergency radio net. After the check it was back to the dance for,

from left, Dick Hedglin, Thousand Palms volunteer; Ralph Hammans, standing, Thermal - based president of the volunteers; W. S. Lord, fire foreman; and Karl Jaeger, Indio head of the state Division of Forestry fire service. (PS Newsphoto)

Emergency Volunteers Being Sought

The women's auxiliary of the Desert Hospital is assisting Hospital Director Robert Henwood in compiling a list of persons who would be willing to volunteer their services in case of emergency or disaster.

Services of people in the following fields are particularly desired: Registered nurses, practical nurses; Red Cross trainees in first aid, water safety, etc.; social service workers; child guidance workers; clerical workers, and any other persons with experience in related areas.

Volunteers are asked to phone the local chamber of commerce at FA 4-1577, or send a postcard to the Desert Hospital with their name, address, phone number, and listing their particular skill or skills.

Mrs. Martha Greenfield is heading up the Desert Auxiliary compilation committee.

SELL WITH A CLASSIFIED
PHONE 325-5005 TODAY!

'Dauberoo' Plans Now Under Way

PALM DESERT — Plans are underway at the Desert Magazine Art Gallery here for an "April Dauberoo", according to Paula Munson, director.

The competition will be held between individual members of Coachella Valley artists clubs with paintings to be completed between March 24 and April 7.

Entered works will be displayed in the Art Gallery from April 7 to 15, when winners will be chosen and awards presented by the gallery. The gallery has announced the subjects to be painted to include man's mark on the desert, desert impressions or dune life.

In announcing the competition, Miss Munson said "the gallery is, as always, interested in further cultural development of Coachella Valley. Its artists and local interest are to be our main features for April. We have developed the Dauberoo as the gallery participation in furthering this interest and also finding new art development that could be gallery - sponsored over the years."

IN PALM DESERT

Roaring '20s Party April 28

PALM DESERT — With the "Miss Flapper of Palm Desert" for beautification projects completed 1962" and presentation of a new on the frontage street here to point car to some lucky winner.

The event will be held in the parking lot behind the chamber of commerce is preparing the second annual beautification fund - raising office, with all funds raised slated Roaring '20s party here April 28, to go to further beautification of the community.

General chairman of the event this year will be Vice President Hal Smith, according to Chamber Manager Don McNeilly. The same general format of last year's successful party will be followed, according to the plan, including a Dixieland band, chuckwagon dinner, a dance contest, selection of

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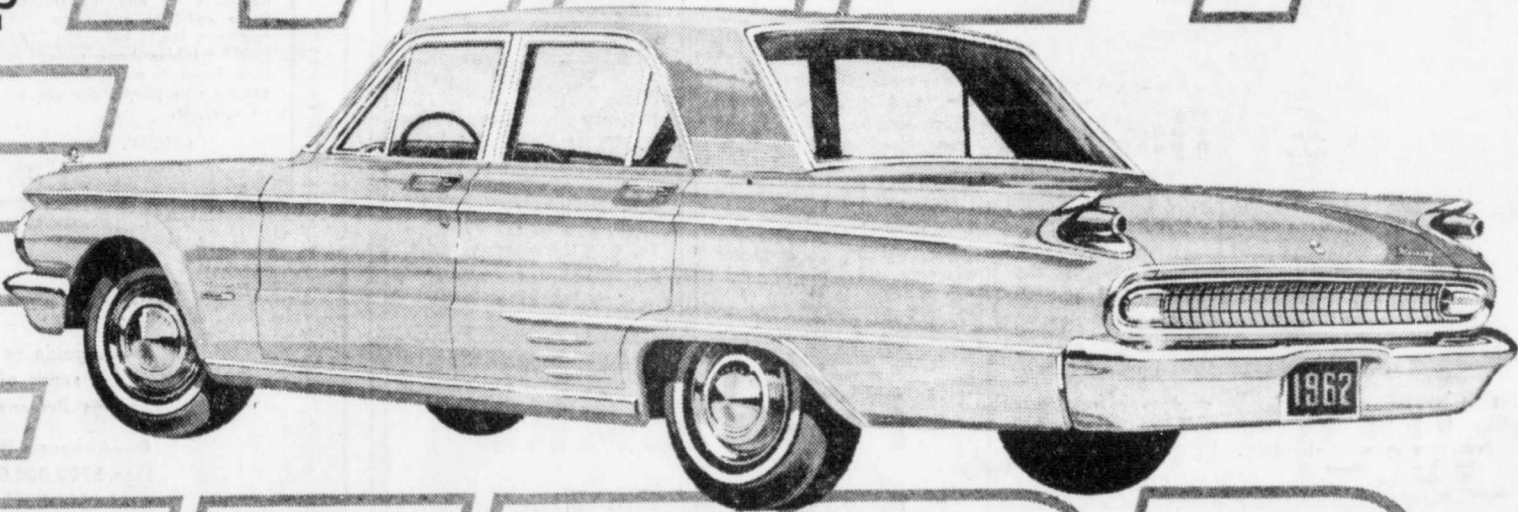
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PALM SPRINGS

LMOA



Around Town

WITH HILDY CRAWFORD

Page 4 THE DESERT SUN Tuesday, March 20, 1962

A poolside marriage at his Stevens Road home on Sunday afternoon united Margaret Reuser Wordingham and Monte Warshawer, who said their vows before Judge Eugene Theriault. The pair are long-time friends and come from the same home town of Milwaukee. The bride wore a silk linen in American Beauty shade, with white orchids, for the wedding and the small reception which followed.

In Milwaukee, the new Mrs. Warshawer is a member of the American Cancer Board, of Milwaukee University Club and of Oconomowoc Country Club.

Here for the wedding were, her daughter, Mrs. Thomas M. Rust of Milwaukee; her son and daughter-in-law, Mr. and Mrs. Frank E. Darling III of El Centro; and her brother Erwin F. Reuser Sr. of Reno.

The couple will live here at Monte's Stevens Road home, but the bride will be making a trip to Wisconsin to close her house there and complete some other business.

It would be fun to call it the Big Wig Luncheon, because it's a House of Westmore Fashion Wig Luncheon that will be held at noon at Howard Manor on April 7, but it is to be a benefit for the Palm

Opti-Mrs. Club Donates Money To Two Funds

Donations to the Mentally Retarded Children's Foundation and to the Junior High School Band Uniform Fund were voted when Opti-Mrs. Club of Palm Springs held its regular meeting at the Biltmore Hotel, with President Marjorie Baron conducting the meeting.

Members volunteered their services for the Optimist - sponsored Fiesta, a Community Chest benefit, which will be held April 21 at Bullocks' parking lot.

A nominating committee was named to present a slate of officers for the election in April, advancing the date from the usual May meeting because members of Opti-Mrs. will be assisting at the Optimist convention to be held at the Palm Springs Riviera Hotel in May.

Springs Community Chest so it's for everyone who wants to come, big wigs, little wigs or no wigs at all.

Perc Westmore will lecture, demonstrate the use of wigs and advise on beauty problems, and will give away two fashion wigs (valued around \$22 each) and a \$50 certificate for beauty treatments, permanent and styling.

Save the date for this is something you won't want to miss.

Sydney, Australia is in the midst of a gay season, too, according to traveling Palm Springer Mary Hurrell who sends greetings from "this beautiful city of two million prosperous people."

She writes that her first evening in Sydney she was entertained at a big cocktail party given by the Tony Ingalls and the first people she encountered there were the Lawrence Davidsons (formerly of Palm Springs, now of San Francisco) who are on a world tour and just off the Caronia for a couple of days. The following night Mary encountered them again with Lady Lloyd-Jones (they are the Marshall Fields of Australia).

Dining at the Australia Hotel with Lady Oakes of Nassau (They've known each other since 1940), Mary looked up to see Edward Everett Horton, walk into the room and exclaim "Palm Springs in Sydney!" He's playing there in "Nina."

Mary was flying to Auckland

Plan Bake Sale In Palm Desert

The recently organized Ladies' Society of the Sacred Heart Church in Palm Desert will hold a Home Made Bake Sale, Saturday, morning, March 24, at the postoffice in Palm Desert.

Serving as chairman of the Bake Sale is Mrs. Louise Slater, who is being assisted by Mmes. Albert L. LaPierre, Mabe Wallgren, R. F. Vernier, Donald R. Todd and Lynn Morgan. Ways and means chairman is Mrs. A. S. Handy Jr.

Reservations for the luncheon and pantomime are required and may be made by calling Mrs. Vickie Duncan, prior to noon on Wednesday, March 21.

New Zealand, then to Fiji, Samoa, Tahiti, Bora Bora, Moorea, Honolulu and home to Palm Springs around April 7.

Reminder: Tonight is the night the Palm Springs sequence of "The New Breed" is scheduled to be viewed on television. The ABC program will be on Channel 7 8:30-9:30.

Tonight, too, is the cocktails and dinner at Thunderbird being hosted by the Earl Buckinghams and Lucy and John Curci.

Dr. and Mrs. Alfred Strauss have moved their cocktail-buffet party, originally scheduled to be held at the home of Florence Heller, out to Canyon Country Club. That's tonight too.

Deputies' Luncheon Tomorrow

Desert Circus Deputies will meet at 12:30 tomorrow for the traditional deputies luncheon, which High Sheriff Harry Chaddick is hosting at the Tennis Club.

Plans will be made for Desert Circus events, pictures will be taken and the girl deputies will receive immunity badges, stars and subpoenas as well as tickets to Circus events, that will go on sale immediately.

First big event for the deputies will be the raiding of Palm Springs night spots on Thursday night, which will be the "Night on the Town."

Deputies for 1962 are: Shirley Abrams, Michelle Ailor, Helene Alexander, Marjorie Ballagh, Marcia Bentley, Marion Bowman, Gwen Caldwell, Anita Canning, Julie Copeland, Hildy Crawford, Carl Culver, Dorothy Fanning, Maxine Gerhart, Minette Haber, Bernadine George, Marjorie Harris, Moya Henderson.

Also: Jeanne Hull, Norma Hyams, Polly Isenagie, Jan King, Barbara Kozlen, Joyce Linnick, Jackie Lippert, Edyth Lusby, Karl Markley, Joan Melamed, Shirley Miller, Florence Murray, Rose Marie Orloff, Marjo Pohl, June Pollard, Sue Raymond, Valerie Segale, Helen Schwartz, Medeline Smith, Ethel Strebe, Gladys Stryker, Carolyn Underhill, Joanne Walls and Marjorie Baron.

Agua Caliente PTA to Elect This Evening

Election of officers will be on the agenda this evening when Agua Caliente PTA meets at the school.

The nominating committee has presented the following slate of nominees to be voted upon: president, Mrs. William Shupe; 1st vice president, Mrs. Douglas Dennis; 2nd vice president, Mrs. William Leoncio and Mrs. Ray Almeraz; 3rd vice president, Sam Micelli; recording secretary, Mrs. Harlan Moore and Mrs. Ted Lotz; corresponding secretary, Mrs. Calvin Farley; treasurer, Mrs. Kenneth Parker and Mrs. Ardith Willis; auditor, Jim McClellan and Mr. Saxton; historian, Mrs. Richard Hough and Mrs. Donna Lipscomb.

Second and third grades, taught by Mrs. Jean Benedicts, will present a musical program of songs rhythm band and folk dancing. Refreshments will be served by Room Mothers, in charge of Mrs. Richard Poist.

HERBERT PHILBRICK

Noted Counterspy to Speak Here

Dynamic, forceful Herbert Philbrick, former counterspy for the FBI and author of the expose on communism, "I Led Three Lives," will be the speaker when Palm Springs Women's Club holds an evening meeting at its clubhouse on Monday night, March 26 at 8 p.m. The lecture is open to the public with a charge of \$1.65 for persons other than club members and their escorts, according to Mrs. Howard Matthews, program chairman.

The story of Herbert Philbrick is that of a man who made one of the greatest sacrifices a man can make, devoting nine years of his life to his triple role of citizen, communist and counterspy. Of him Time Magazine said, "He postponed his own life, liberty and pursuit of happiness, to get to the bottom of the great Communist conspiracy in the United States."

A young advertising executive,

married, and active in community and church affairs, he took the fateful step of joining the Communist Party, well aware that he might be detected and even arrested for subversive activities. He knew, too, that in that event he could expect no help from the FBI and that it would mean the end of his career and disgrace for his family.

Constantly spied on by the Communists he attended Communist cell meetings at night after a day at the office. Afterwards he spent hours in the attic writing detailed reports for the FBI.

Following his testimony at the trial of 11 top U. S. Reds in 1949, it was months before he and his family could settle down to a new life. Notes and threats of retaliation poured in to him and for several months the entire family was under FBI protection. Now, it is his opinion, that the most important service he can render his country is to warn his fellow Americans how to recognize the Communist and detect infiltration of innocent groups and that is one reason for his lecture tours. He will



I. U. ALUMNI President J. Howard Alltop will be a guest when the alumni association holds a dinner meeting here at Thunderbird Country Club on March 29.

I. U. Alumni Plan Dinner Meeting Here

J. Howard Alltop, president, and Claude T. Rich, secretary, of Indiana University's alumni association will be guests of honor at a dinner meeting Thursday, March 29, in Palm Springs for local graduates and former students of the Hoosier state university.

The alumni dinner is scheduled for 7:30 p.m. in the Thunderbird Country Club, with arrangements in charge of Dr. Kenneth A. Grow. Alltop, an Indianapolis insurance executive, and Rich, long-time secretary of the alumni association of Indiana, are visiting alumni clubs in the Southwest.

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MAMIE EISENHOWER gets a friendly once-over from her husband as she arrives home after two weeks at Maine Chance, look pretty and healthy. (W. Lee Wenzlick Photo)

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be presented by Mrs. Howard Matthews, program chairman.

Following the program Mrs. Irwin Wright, president, will invite everyone to join in the social hour around the tea table. Mrs. Herbert W. Burns, tea chairman, will be assisted by the following refreshment committee, Mmes. Marvin Cartwright, Jerome Dreier, Joseph Forkner, Allan James, Emmett Kesling, Louis Lombard and Sally Sweet.

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Hildy Crawford's 1962 PALM SPRINGS PERSONAGES

The "Who's Who" of the Desert Area

The 1961 (FIRST) edition brought these comments from leading metropolitan columnists:

- Guess Palm Springs has really come of age. Anyway, they're putting out their very own bluebook to be called "Palm Springs Personages," to list the names and give pertinent information on influential residents of the desert. —Joan Winchell, L. A. Times
- What the slim little black Social Register is to Lake Forest, Tuxedo Park and Newport, this new slim little gold book is to Palm Springs, Calif. Its editor is Hildy Crawford whom you might call the social arbiter of this desert town, long a favorite of Hollywood successes, golf addicts, and big business moguls. —Lois Baur, Chicago's American.
- A guide to social stability has been introduced to the shifting population of the sands of Palm Springs with the advent of Hildy Crawford's "Palm Springs Personages." —B. J. Schrick, Portland Oregonian.
- Although it would only be peanuts to Paul Getty, allegedly there is more than \$700,000,000 represented in Hildy Crawford's "Palm Springs Personages," gold blue book of the desert wastes. There are less than 400 entries, and enraged cries arise from some of the unlisted. —Carter Ludlow, L. A. Examiner.
- A slim gold book, "Palm Springs Personages 1961," arrived in yesterday's mail. Similar in appearance to the Social Register, it calls itself a "Who's Who" of the Desert Area, listing leaders in the fields of society, entertainment, sports, professional and civic affairs. —Yvonne, San Francisco Chronicle.
- The book includes dozens of distinguished personages from all parts of the U.S.A. who have winter homes at Palm Springs and vicinity, such as Raymond Loewy, the industrial designer of New York and Paris; Insurance men James S. and Hathaway G. Kemper, Chicago; Industrialist August Karl Paul of Providence, R. I.; Louis Benoist of San Francisco, capitalist; Charles E. Becker, president of the Franklin Life Insurance Co. of Illinois; Jolie Gabor (Mrs. Edmund de Stigethy), mother of Eva, Magda and Zsa Zsa. —Cholly Angeleno, L. A. Examiner.

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WOMEN of The Desert

HILLY CRAWFORD—Editor
SUE RAYMOND—Associate Editor
Tuesday, March 20, 1962 THE DESERT SUN Page 5

Social and Club Calendar

(Clubs and organizations are invited to call in calendar dates.)

March 20
Desert Riders, Moonlight ride, Riders' Roost, 6:30 p.m.
AAUW, Santa Fe Federal Community Room, 7:45 p.m.
Agua Caliente PTA, election, 8 p.m.

March 21
Deputies Luncheon, Tennis Club, 1 p.m.
Optimist Club, Desert Inn, noon.
Rotary Club, Chi Chi, noon.
Rotary Anns, Chi Chi, noon.

March 22
Lion's Club, Chi Chi, noon.
Night on the Town, Tennis Club, 6:30 p.m.; buses leave 7:30 p.m.
Toastmistresses, Security Bank, 7:30 p.m.
NARCE luncheon, Santa Fe Federal community room, noon.

March 23
Sisterhood of Temple Isaiah, annual Donor's Luncheon, Racquet Club, 12:30 p.m.
St. Louis Catholic Church, 13th annual ham dinner, church hall, 4-8 p.m.



IRISH COLLEENS, welcoming the arrivals at Thunderbird's St. Patrick's Party were Mrs. Frank Bender and her committee. They are pictured, from left, Mmes. Don Pegler, Gordon Prentice, Everett Kelloway, Frank Bender, Paul

Reynolds, Merritt Joslyn and Pete Nettesheim. This was one of the biggest club parties of the winter, with over 300 in attendance. (Partridge Photo)



MR. AND MRS. J. C. PENNEY of New York, central figures, were the honored guests when Mr. and Mrs. D. Roy Johnson entertained for them at El Mirador Hotel. Other guests in the group were the Don Carlsons of Billings, Mont., Ver Killingers of Santa Monica and Mr. and Mrs. Gulurd of Santa Monica. The men are all retired executives of Mr. Penney's huge mercantile chain of 1700 stores. (Conrad Hug Photo)

Desert Duplicate Bridge Club

The Desert Duplicate Bridge Club met at the Pavilion for their regular weekly meeting and had 17 tables in play. Split into two sections, the winners were found to be the following:

SECTION "A"
North-South—1st & 2nd (Tie)—Marge Hanzel and George Yoxall; and Mr. and Mrs. Dykeman, and 3rd—Dr. Paul Leck and David Garthwaite.
East-West—1st—Mr. and Mrs.

Flower Prints For the Young

United Press International
A floral influence is taking root in dresses for the four to 14 set. Flower prints and colors straight from the garden abound. It isn't the kind of flower that matter so much as the size—and the contrast with vibrant backgrounds. The posies range from large, splashy ones to tiny flowers no bigger than a fingernail. Floral stripes in the peasant manner also are favorites. The solid color dresses get away from the pale tints of last season. In their place are shocking pinks, vivid blues, traffic-light greens and vibrant yellows.

Ham Dinner

St. Joseph Catholic Church will hold its 13th Annual Ham Dinner in the church hall, located at Glenn and B St. in Cathedral City, tomorrow evening, serving from 4-8 p.m.

Staff NCO Wives Install New Slate of Officers

At a candle light ceremony, newly elected officers of the Staff Non-Commissioned Officers Wives Club of the Twentynine Palms Marine Corps Base were installed.

Mrs. W. F. Humphreys administered the oath of office to Mrs. William Duncan, president; Mrs. Charles Sherrer, recording secretary; Mrs. Roger Beattie, corresponding secretary; Mrs. Billy F. Walker, treasurer; and Mrs. Horace Gill, historian.

Appointed parliamentarian, Mrs. Mathew Jaklewicz, and appointed chaplain, Mrs. T. S. Ervin, were also installed during the ceremony. Mrs. Russell Jordan, new vice president was not present because of illness.

Guests of honor for the program included Brig. General and Mrs. Lewis J. Fields, and Colonel and Mrs. W. F. Humphreys.

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British Accent In Men's Wear

British accented clothes are the newest on the fashion horizon for males. These put slightly more emphasis on the shoulders. Lapels are slightly broader than those associated with the Italian and other Continental influences. There is a bit of suppression at the waist and a little flare in the skirt of the jacket. The length of the jacket just covers the seat of the trousers which continue to be straight cut and slim, with without pleats.

Easy Shopping

NEW YORK (UPI)—The store went to the customer in early America. Shopping was done in reverse.

This was accomplished by the Yankee peddler, the Antiques Fair News Bureau reports. The peddler and his wagon were responsible for popularizing such things as shelf clocks, the famous Hitchcock chair, pewter, buttons, tinware.

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Visitors Host Dinner Party

The George Wheelers of Chicago, and the William Simons of Glen Cove, Ill., gave a dinner for 45 friends at the Biltmore. The friends were mostly visitors from Chicago and a few local acquaintances.

SECTION "B"
North-South—1st—Doris Goldman and Dr. R. G. Frey; 2nd—Mr. and Mrs. Roswell Moore; and 3rd & 4th (Tie)—Mr. and Mrs. C. D. Fratt, and Mr. and Mrs. L. M. Linick.
East-West—1st—Mr. and Mrs. Leon H. Gray; 2nd—Jimmy Bruday for longer garment life. insma and Leonard Kapner; 3rd—Powder and residue from face Dr. Peter Bernstein and Myron creams and powder bases work Zobel; and 4th—Jessie Barrington into collars and ruin their appearance. and Mary Beth Graves.

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To operate the Hospital and Clinic cost \$8,500 a month. The 26½ acres of ground, the 16 bed A. Wardman Wing, the gifts of the late Mr. Wardman, and the first unit of the planned 52-bed hospital, plus the Clinic, and the pool are clear and free of any debt. BUT OPERATING MONIES ARE SADLY NEEDED

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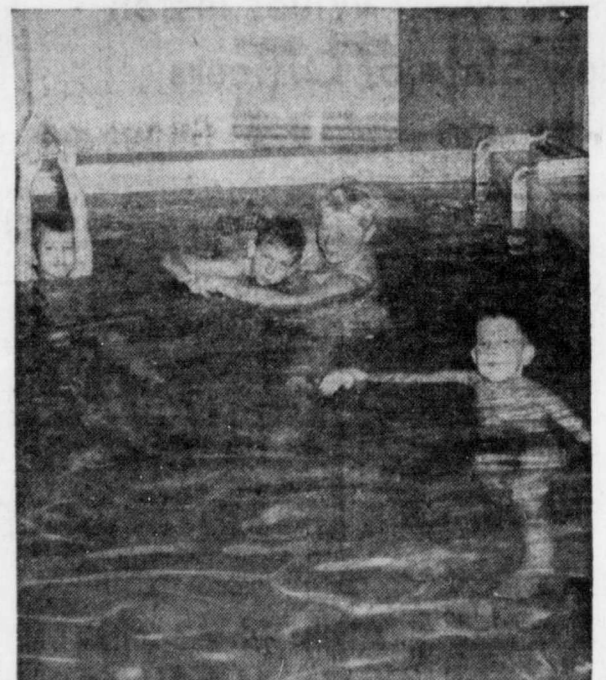
Teen-Age Teen-Angels

Our Insurance for a better tomorrow
Probably nowhere in the world is there a more general carefree atmosphere than around the Palm Springs area . . . yet it was in this world renowned playground that a group of Teen-agers started a movement to help other children that is developing into a national activity, as other young people learn what these girls are doing. Last year with heavy school schedules, plus home work and social activities, 35 Teen-Age girls found time to raise almost \$15,000 for the operating fund for Angel View Crippled Children's Foundation. The girls not only gained a keener sense of compassion for the afflicted, they also learned a lot about themselves. Many of the girls are living in the desert because some member of their family is or has been treated at Angel View. Judy Carpenter was last years winning Teen-Angel. Teen-agers between the ages of 13 to 19, visit the hospital and meet the young patients they are working for, some make regular visits to read and play with the children. Being young and enthusiastic themselves, their visits bring a special lift to the young patients.

The object of the Teen-Angel contest is to raise monies for the Hospital and Clinic, the girls receive a vote for each penny they raise. They write letters to relatives and friends all over the country asking them to join the Penny Crusade, they baby-sit, they wash cars, shine shoes, each one thinks of a new way to earn money while competing for the Teen-Angel Halo of the group. Our hats are off to these girls who are learning at a tender age there is much more joy in helping and giving than in receiving. Girls interested in starting a contest in their home area can write the Hospital for complete details.



Little Nickey could neither sit up or crawl when he was first brought to the Clinic for treatment, it seemed wonderful when he was able to walk with braces and sticks, now at the age of 12 after 5 years of Angel View Clinic and Hospital treatment he has been able to discard his braces and is able to walk with the use of a short stick . . . he's a active happy-boy.



Little Sherry, too is improving each year. She comes to the Clinic regularly for treatment and is able to attend school . . . Pool treatment in the huge natural hot mineral water pool seems more like play time to the youngsters; they lose all fear and develop a great sense of confidence.

Since October 10, 1955, when the Out-Patient Clinic was first opened the Medical Staff have examined and treated more than 429 children patients . . . The physical therapists have given more than 8,564 treatments. About 142 out-patients are now under care and 33 in-patients have been admitted and treated in the A. Wardman Wing of the hospital.

The Foundation is a California Charitable, Non-Profit and Non-Sectarian Organization. Contributions are Greatly Appreciated and Are Deductible for Income Tax Purposes. So, for your own benefit, won't you send a check or money order, rather than cash.

WON'T YOU BE AN ANGEL AND PLEDGE

Til a Child Walks Home

I agree to Send

\$ ——— per month to

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FOUNDATION, Inc.**

12-379 Miracle Hill Road
Desert Hot Springs, California

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From Palm Springs Riviera Hotel Drive North on Indian Ave. 8 miles, Turn right on Pierson Blvd., follow signs to Angel View Crippled Children's Hospital

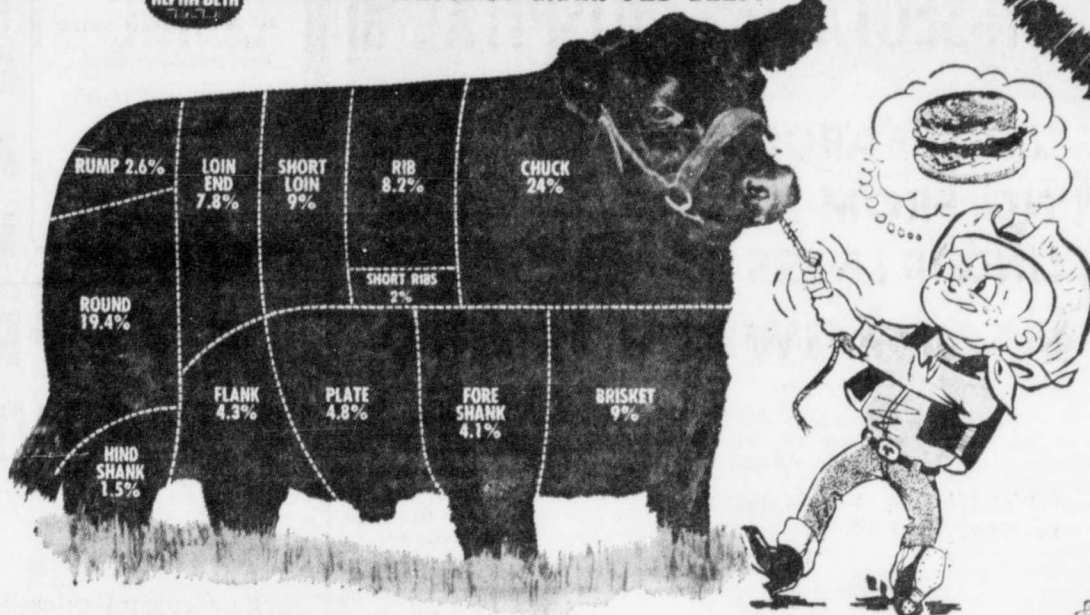


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Horoscope Forecast

By CARROLL RIGHTER

Wednesday, March 21, 1962

GENERAL TENDENCIES: Now you have a wonderful day and evening for whatever has to do with cementing bonds and ties with others. First sit down and discuss your varied viewpoints and then you will find that you can see others' points. Also, put your own cards on the table. Then all understand each other and true accord can follow. P.M. Play and Be Happy.

ARIES (Birthdays from Mar. 21 to Apr. 19) — By careful analyzing any contracts and the like with others, you find that certain changes should be made to insure greater security in the future and avoid arguments. Also, this can lead to greater profits than anticipated.

TAURUS (Birthdays from Apr. 20 to May 20) — The ideal day to look about you and see where repairs should be made, comforts added to surroundings, etc. Roll up your sleeves and get right to work so that you increase value of property as well. Take health treatments in P. M.

GEMINI (Birthdays from May 21 to June 21) — Relieve tensions now by planning interesting recreational activities early during your spare time. Take time to dress beautifully in P. M. and then full speed ahead. Forget business and have a wonderful time. Be charming, gay.

MOON CHILDREN (Birthdays from June 22 to July 21) — See that family is not disappointed. Do whatever is required of you. Don't procrastinate. Find out early what is expected, then carry through loyally. You have a habit of teasing and playing games — turn over a new leaf and be happy.

LEO (Birthdays from July 22 to Aug. 21) — This can be a day of real accomplishment at regular job, and you are able to make appointments with influential people for the purposes you have in mind. Be sure to read your paper for ideas, too. Then enjoy family in the evening.

VIRGO (Birthdays from Aug. 22 to Sept. 22) — Every opportunity is yours now to get monetary affairs well organized and pay obligations. Then get together with real experts so you find out how to increase income appreciably as well. Follow advice to the letter and you win out.

LIBRA (Birthdays from Sept. 23 to Oct. 22) — Take the time to get charm treatments, then dress nicely and off to see those individuals who can help you to obtain personal or business desires. Be thoughtful. Understand every detail shown you.

SCORPIO (Birthdays from Oct. 23 to Nov. 21) — You can indulge that fine talent for investigating now and get to the bottom of things as planned. Vital information can be yours. Take it easy in the evening at whatever hobbies or pleasures relieve tensions best. Be happy.

SAGITTARIUS (Birthdays from Nov. 22 to Dec. 21) — You find that allies in all spheres of life's activities are more than willing to give you the support you need

to gain your objectives, whether of a business or personal nature. However, you must be a cheerful soul as well.

CAPRICORN (Birthdays from Dec. 22 to Jan. 20) — This middle of the week day is best to approach a higher-up for the promotion or other favor you have wanted for some time, whether it is at work, in creative or political expression. Then be sure to get credit higher. "Expand".

AQUARIUS (Birthdays from Jan. 21 to Feb. 19) — You have it in your power, as a gregarious Aquarian on this particular day and year, to be completely enlightened in every phase of your specialized field in life. Be sure to enlarge contacts and increase circle of friends. "Grow".

PISCES (Birthdays from Feb. 20 to Mar. 20) — Important you are most precise where monetary affairs are concerned, which also includes anything connected with government. Be sure you comprehend every detail connected therewith for best results. Study minutiae, small writing, etc.

If Your Child Is Born Today: Carroll Righter's individual Forecast for your sign for April is now ready. For your copy send your birthdate and 50 cents to Carroll Righter Forecast The Desert Sun, Box 1921, Hollywood 28, California.

(Distributed by McNaught Syndicate, Inc.)

Hitchcock Delighted With Grace

BODEGA BAY, Calif. (UPI)—Film Director Alfred Hitchcock said Monday he was delighted that Princess Grace of Monaco would star in one of his movies this summer.

The princess, the former Grace Kelly, announced in Monte Carlo that she would make the film during her vacation.

A spokesman for Hitchcock said the film would be "Marnie," based on a book by English writer Winston Graham. He said the script is now being written by film writer Evan Hunter.

It will be a typical Hitchcock suspense production, he said.

Hitchcock, who is making a movie called "The Birds" here, was busy on the set. His only comment was, "I'm delighted."



FLANKED by her sons, Rodman (left) and Stevens, Mrs. Nelson A. Rockefeller manages a smile on arrival in San Francisco a few hours after she obtained a Reno

divorce from New York Gov. Rockefeller on grounds on "extreme cruelty of entirely mental in nature." (UPI Telephoto)

THOUSAND PALMS

Party at Lawnon Home

THOUSAND PALMS — A Watkins party was held at the home of Mrs. Louis Lawnon on Monte Vista Tuesday. Guests were Mr. and Mrs. John Bourne and Misses Grace Hyde, Eve Finson and Gail Sherwood, and Mesdames Eleanor Lennie, Mona Cunningham, Loyed Grafton, Gladys Knight, Curtis Holden, Joyce Waddill, Marcella Koeller, Rose Fratto, Cloe Vogus, Melva Lawrence, Doris Sherwood, Harmon Manuel, Richard Jackson, Judy Bisbee.

Prizes were won by Mrs. Joyce Waddill, Mrs. John Bourne and Miss Grace Hyde. Delicious luncheon was served and a good time was had by all.

Mr. and Mrs. Lyle Chamberlain of Menlo, Wash. are here as the guests of Mr. and Mrs. Clifford Kidwell on Los Flores Way. They were all old school friends back in Uniontown, Kan.

Mrs. Hazel Pries of Arbol Real entertained an over-night guest, Ann Graham from Los Altos. Miss Graham stopped off while enroute to Sun City, Ariz. where she plans to make her home.

Old friends of Joe Lamb, now of New York City but formerly of Thousand Palms were pleasantly surprised to have him visit them. He and Mrs. Gwen La Joie of Los Angeles were guests of her mother, Mrs. Grace Gillum, on Arbol Real Joe said he was happy to come back to the old home village where he attended grade school.

Mrs. Mary Geckle of Los Flores

Loupes. Two other daughters with their families, Mr and Mrs Cyril English and two children from La Quinta and Mrs. Edith Pine and two boys from Garden Grove will be with them this week.

Beatrice Eaves

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Palm Cove Club House, 34-851 Date Palm Drive

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La Quinta Girl Winner Of W. Wilson Fellowship

LA QUINTA — Gail McGrew, daughter of Mr. and Mrs. R. Brownell McGrew, is the winner of a coveted Woodrow Wilson fellowship, according to word received here.

The 21-year-old girl is an honors student at Valparaiso University in Indiana. She is a senior majoring in English and specializing in 19th century literature.

Fellowships are awarded in national competition and carry full tuition plus \$1500 for a year's graduate study in the college of the winner's choice.

Miss McGrew is a graduate of the Palm Valley school in Palm Springs. She plans to attend Bryn Mawr.

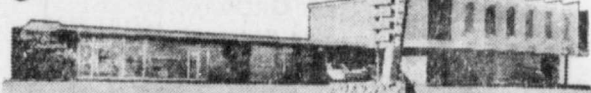
EXPENSIVE PROP
HOLLYWOOD (UPI)—The sailing frigate reconstructed for "H.M.S. Defiant," which stars Alec Guinness, Dirk Bogarde and Anthony Quayle, is valued at \$2.5 million.

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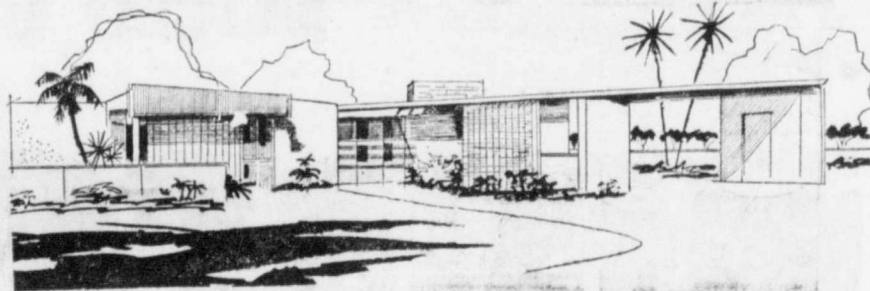
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\$21,500
Full Price

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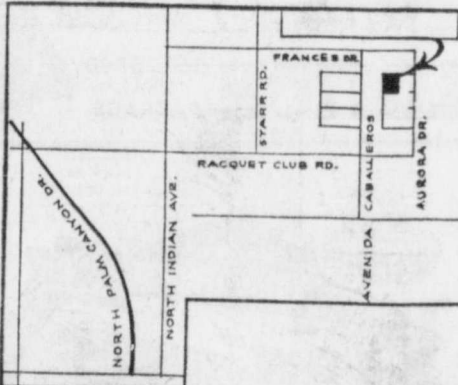
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Grin and Bear It

By LICHTY



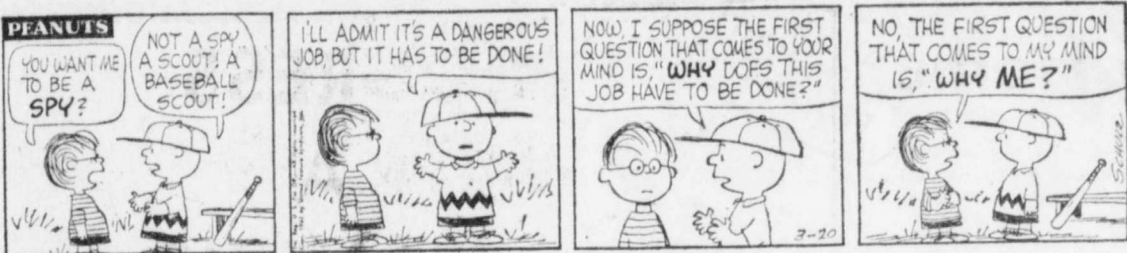
"All this emphasis on education has certainly added to our worries... NOW we have to find a sitter who's able to help the kids with their homework!"

Dennis the Menace



"... AN' IF I HAD A LITTLE BROTHER, I COULD TEACH 'IM TO DO EVERYTHING I DO! WOULDN'T THAT BE SWEET?"

PEANUTS



GORDO



ARCHIE



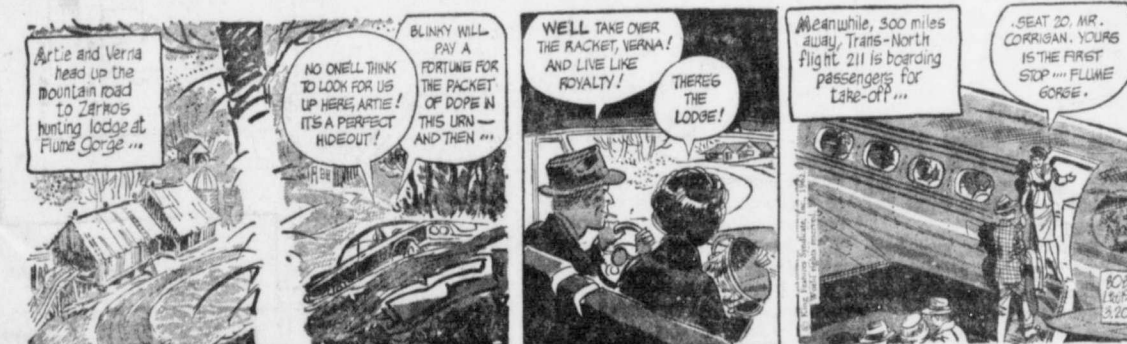
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FLINTSTONES



TV in Review

HOLLYWOOD (UPI)—The best way to justify violence on television is to present it as a documentary—and that's what NBC did Sunday night in a superficial study of the history of American crime, narrated by Edward G. Robinson.

Easily the most enlightening moment of the "Project 20" special, entitled "Cops and Robbers," was the revelation that in the early days of this nation, "scolding women were shackled into iron bridges."

Otherwise, the show—despite the brilliantly edited film clips of the old Chicago gang wars, the taut writing and thorough research—told tales of such notorious criminals as Al Capone and John Dillinger.

More notable if the program really intended to be an important study—were some topics glaringly omitted from probing. For instance:

The historic controversy over capital punishment, including such crucial cases as that of Caryl Chessman; prison reforms; crime in so-called respectable businesses and labor unions; increasing financial burdens which have brought ordinary citizens to jokingly refer to expense accounts as "swindle sheets"; the social effects of movies made by Robinson and others which glorified gangsters, and equivalent offenses by television itself.

Some of these points were brought up and glossed over. But

the program was generally geared not to disturb the brain. After all, nobody likes to think too much after a Sunday dinner. It's easier to show the less cerebral "stick 'em up" hoodlums, even though their significance nowadays is relatively minor.

It is difficult to question the honest intent of such responsible persons as writer Philip Reisman Jr., who last season did the script for "The Real West," the prize-winning program narrated by the late Gary Cooper; or of producer-director Donald B. Hyatt, whose staff is reported to have spent 18 months preparing "Cops and Robbers."

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EDIE ADAMS JACK OAKIE JACK KRUSCHEN
AN ADULT SUPERBATED COMEDY

ETTA KETT

WINGEY AND I ARE GOING TO THE SAME COLLEGE.
YEP! WHERE SHE GOES, I GO! I HOPE!
BENTON'S GOOD! AND IT'S CO-ED

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191 S. INDIAN AVE.
9 to 9, 7 Days Week

TOP SHOW TONIGHT—Although Trilly has pledged her love for Dobie, she informs him that she is enrolling in a fashionable girls' school in hopes of landing a rich husband. Dobie's only hope of winning her back is to resort to an underhanded scheme which would bring dishonor to him in "Dobie Gillis" at 8:30 p.m. over CBS-TV.

(c) Colorcast TUESDAY March 20 5:00 p.m. 2—Movie 3—Comedy Time 5:10—Popcorn 7—Love Bob 11—Superman 13—Joe Palooka 5:30 3—Lone Ranger 7—Soyuz Sales 11—Rescue 8 13—Sports 6:00 p.m. 3-4-7-8-10-13—News 5—Bozo 11—Hiway Patrol 6:15 3-4-7-8-13—News 6:30 2-3-5-10—News 4—Curt Massey (c) 6—Broken Arrow 7—Tombrone 9—Cartoons 11—Space Angel 13—Waterfront 6:45 2-4-5-11—News 7:00 p.m. 3—Jeff's Collie	4—Wyatt Earp 5—Bear Odds 6—Bugs Bunny 7—B. Masterson 9—Theatre 11—Huck Hound 13—World Wonders 7:15 2—News 7:30 2—Marshall Dillon 3—Follow the Sun 4—Laramie (c) 5—Peter Gunn 7—Bugs Bunny 8—This Day 9—Best of Post 11—Groucho 13—Wanderlust 8:00 p.m. 2—Password 3—Y. Denzinger 6—Bach Father 9—Led 3 Lives 11—Rescue 8 13—Thinking 8:30 2—Dobie Gillis 3-4-10—Hitchcock 5—Roller Skating 6—New Breed 9—Kingdom Sea 11—M. Squad 13—Page One	9:00 p.m. 2—Red Skelton 3—New Breed 4—10—Dick Powell 9—Movie 11—Div. Court 13—Ski Show 9:30 7-8—Ichabod & Me 13—Racket Squad 10:00 p.m. 2-8—Gary Moore 3—The Land (c) 4—10—Cains 100 5—Clete Robert 6—Alcoa 11-13—News 10:15 5-13—News 10:30 3—All America 5—Div. Hearing 7—Theatre 13—Paul Coates 11—Paul Coates 3-6-7—Jane Wymann 4—Make Room 9—Movie 13—L. Thornton 2:30 2-8—Verdict, Yours 3-6-7—Seven Keys 4—Hollywood 11—Movie 3:00 p.m. 2-8—Bright Day 3-6-7—Who U Trust 4—S. When 5—D. Gardiner 13—Felix 3:15 2-8—Secret Storm 3:30 2-8—Edge Night 3-6-7—Who U Trust 4—Play Hunch (c) 5—Cartoons 13—Schools 4:00 p.m. 2—Amos-Andy 3-6-7—Bandstand 4—Movie 5—Cartoons 11—Happy Patches 13—Felix 4:30 2—Riley 3—Lone Ranger 9—Movie 13—The Snogues 11—It's Chris 5:00 p.m. 2—Movie 5—Popeye 11—Superman 13—Flash Gordon
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(c) Colorcast WEDNESDAY March 21 7:00 a.m. 2-8—Kangaroo 3-4—Today 7:45 2-8—News 13—Churches 8:00 a.m. 2—Panor. Pacific 5—News 7—Chuck 8—Sun Up 10—Today 8:30 5—Cartoons 11—Susie 13—Fine Arts 9:00 a.m. 2-8—Calendar 3—Classroom 4—Stargime 5-6—Lalanne 7—I Married Joan 9—Movie 11—Princess 13—Public Service 13—Guidpost 9:30 2-8—I Love Lucy 4—Holidays 5—Romper Room 6—Lynn Taylor 7—Pioneers 11—Yoga 10:00 a.m. 2-8—Video Village 3—PTA 4-10—Price Rise (c) 6—Star Hot Debut 11—Face Lifting 10:30 2-8—Cl. Horizon	3-4-10—Consention 5—Adventure 11—Dick Court 13—Guidpost 2:00 p.m. 2-8—Millionaire 3-6-7—Jane Wymann 4—Make Room 9—Movie 13—L. Thornton 2:30 2-8—Verdict, Yours 3-6-7—Seven Keys 4—Hollywood 11—Movie 3:00 p.m. 2-8—Bright Day 3-6-7—Who U Trust 4—S. When 5—D. Gardiner 13—Felix 3:15 2-8—Secret Storm 3:30 2-8—Edge Night 3-6-7—Who U Trust 4—Play Hunch (c) 5—Cartoons 13—Schools 4:00 p.m. 2—Amos-Andy 3-6-7—Bandstand 4—Movie 5—Cartoons 11—Happy Patches 13—Felix 4:30 2—Riley 3—Lone Ranger 9—Movie 13—The Snogues 11—It's Chris 5:00 p.m. 2—Movie 5—Popeye 11—Superman 13—Flash Gordon
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Radio Logs

KDES—dial 920—1000 Watts

A.M. 6:00—Sign On 6:01—Thought for the Day 6:06—Frank Day Show 6:30—News 6:35—Frank Day Show 7:00—News 7:05—Frank Day Show 7:30—Sports News 7:35—Frank Day Show 8:00—News 8:05—Feature Report 8:10—Frank Day Show 8:15—Hamon Quiz Time (MS) 8:30—Movie & Market Report (Sundays 8:30-9:00 Old Fashioned Revival Hour) 8:35—Frank Day Show 9:00—News 9:05—Frank Day Show 9:30—Community Report (M-F) 9:35—Bob Devine Show 10:00—News 10:05—Bob Devine Show 10:30—Jimmie Fidler Show 10:35—Bob Devine Show 11:00—News 11:05—Standard School Broadcast - Thursday 11:00-11:30 11:05—Frank Day Show 11:30—Desert Neighbors (MF) 11:35—Frank Day Show	P.M. 12:00—News 12:05—You and Palm Springs (M-F) (Ralph Kaplan Reports—Sun. Only) 12:10—12:05-12:10 12:10—News Day Show 12:35—Frank Day Show 1:00—News 1:05—Bob Devine Show 1:30—Jimmie Fidler Show 1:35—Bob Devine Show 2:00—This is Wall St. (M-F) (Modern Glob. Sat. & Sun.) 2:05—Bob Devine Show 3:00—News 3:05—Bob Devine Show 3:30—Howard Manor Show (Mon-Sat) 4:00—News 4:10—Howard Manor Show (Mon-Sat) 4:30—Sports News 4:35—Bob Devine Show 4:45—High School Report (M-F) 4:50—Bob Devine Show 5:00—News 5:05—Bob Devine Show 5:30—Stock Market Final Report 5:35—Bob Devine Show 5:55—News 6:00—Thought for the Day 6:05—Sign Off
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KCMJ—dial 1010—1000 Watts

Monday thru Friday A.M. 6:00—World News Roundup 6:15—Bandstand 6:35—Blue Reading 7:00—Ran-ners Weather 7:05—Bandstand 7:30—Frank Goss News—CBS 7:45—Bandstand 8:00—CBS News 8:10—Bandstand 8:30—Desert News 8:35—Desert Today 8:45—Coffee Break 9:00—CBS News 9:10—Events and Music 9:30—Ran-ners Story—CBS 9:35—Events and Music 10:00—CBS News 10:10—Arthur Godfrey 11:00—CBS News 11:10—Art Linkletter 11:30—CBS News 11:40—Lobby and Cloony P.M. 12:00—CBS News 12:10—Desert News 12:15—Bandstand 12:30—Information Centre 1:00—CBS News 1:10—Bandstand 1:30—Your Man in Paris 1:35—Bandstand 2:00—CBS News 2:10—Today in Wall Street	2:15—Bandstand 2:20—Woman's Washington 2:30—Bandstand 2:35—CBS News 3:10—Desert News 3:15—Bandstand 3:30—Personal Story 3:35—Bandstand 4:00—CBS News 4:10—Bandstand 4:30—Sideights 4:35—Bandstand 4:40—Lovell Thomas—CBS 5:10—Sports Time 5:15—Bandstand 5:20—Sports Special 5:30—Desert News 5:35—Bandstand 5:40—CBS News 6:10—Dinner Music 6:30—Concert Hall 6:35—CBS News 7:00—Carol Burnett—CBS 7:30—News Analysis 7:35—Bandstand 8:00—CBS World Tonight 8:15—Bandstand 8:30—CBS News 9:10—Bandstand 9:30—Desert News 9:35—Bandstand 10:00—News Roundup 10:05—Bandstand 11:00—News Roundup 11:05—Bandstand 11:55—News Roundup 12:00—Sign Off
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KPAL—dial 1450—250 Watts

Monday thru Friday A.M. 5:58—Sign On 6:00—News Around the World—ABC 6:15—Fred Seiden Morning Show 6:30—Headlines and Weather 7:00—Frank Hemingway News—ABC 7:15—Fred Seiden Show 7:30—Headlines and Weather 8:00—Don Allen News—ABC 8:10—Police Report—Local 8:15—Fred Seiden Show 8:30—Headlines and Weather 8:54—News—ABC 9:00—News—ABC 9:54—News—ABC 10:00—Jim Amiche Show 10:10—News—ABC 11:00—Jay Jasin Show 11:15—Tello Test—ABC 11:30—Jay Jasin Show P.M. 12:00—Paul Harvey News—ABC 12:10—Police Rpt.—Local 12:15—Jay Jasin Show 12:54—News—ABC 1:00—FL R—ABC 1:54—News—ABC 2:00—Fred Seiden Afternoon Show	2:54—News—ABC 3:00—Fred Seiden Show 3:54—Arthur Van Horn News—ABC 4:00—Frank Hemingway News—ABC 4:05—Jay Jasin Show 4:30—Alex Dreier News—ABC 5:00—Paul Harvey News—ABC 5:05—Police Report—Local 5:09—Jay Jasin Show 6:00—Edward P. Morgan News—ABC 6:15—Jay Jasin Show 6:54—News—ABC 7:00—Jay Jasin Show 7:54—News—ABC 8:00—CBS News 8:54—News—ABC 9:00—Bill Owen Arts—ABC 9:05—Ben Smith Show 9:54—News—ABC 10:00—Ace Hudkins—Ben Smith Show 10:55—News—Local 11:00—Ace Hudkins—Ben Smith Show 11:55—News—Local A.M. 12:00—Ben Smith Show 12:55—News—Local 1:00—Sign Off
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Editorials-Opinions

THE DESERT SUN PUBLISHING CO. ESTABLISHED 1927
George E. Cameron Jr., President Emeritus Carl W. Schooss, Publisher
Summer Slater, Vice President Chester I. Lappen, Secretary-Treasurer
Page 10 THE DESERT SUN Tuesday, March 20, 1962

Twice the Cost But Half the Service

Probably some of you can recall when it took but two cents to mail a letter to any point under the jurisdiction of the United States post office. Many of you remember the 3-cent stamp.

And, if active and around before 1950, you can probably recall when the post man made his appointed rounds, despite all of those obstacles mentioned in the once-proud P.O. slogan, twice each day in the cities. There has been only one daily delivery in the past 12 years.

And all of you can remember, no doubt because the change was only made recently, that the post office once was proud of its boast that, just like the Canadian Mounties, it always got its man.

Well, the cost of mailing post cards, letters and just about everything, is going to go up. Uncle Sam's P.O. department has asked for and the House of Representatives has already passed, a bill to hike the rates. The Senate is expected to do so soon. There may be some changes in the rates adopted by the House but the rates favored by the lower branch of Congress on the mail with which most of us are familiar, will probably stick.

A first class letter will cost 5 cents, an air mail letter, 8 cents and a postcard, 4 cents. In 1932 people complained when the government raised the price of first class mail from 2 cents to 3 cents. They complained again in 1958 when it went to 4 cents. It will be 5 cents soon.

Air mail letters cost 5 cents in 1946, went to 6 cents in 1949 and 7 cents in 1958. That will be 8 cents soon.

The lowly postcard was just one cent until 1952 when the price doubled. In 1958 another cent was added and soon the cost of

mailing a post card will be 4 cents, up 400 per cent in 10 years.

We all know how inflation has affected us but in most cases where the price of goods and services has gone up, the quality of both also has improved. There is one notable exception to that, however. That exception is the post office department. All charges have been more than doubled but the service has been halved.

And the latest rumor is that Saturday deliveries may be discontinued and that day of the week join Sundays and holidays in the point of service.

Under the newest cutback in service, new regulations prohibit the use of directory service by which the post office always found its man no matter how improperly the address was written. Every line in the post office from the postmaster on down to the janitor may have known a man well for years but if the address is wrong, under the new regulations, he is an unknown.

Despite these rate increases in the past, the post office continues to run behind. If the Senate goes along with the House, we'll pay about \$700 million more annually dispatch our mail. The increase, however, is still far short of the present annual deficit and a large part of the expected gain, around 40 per cent, will go for pay hikes.

The advocates of government ownership conveniently overlook the history of the post office in arguing the advantage of nationalization.

They could point out that government ownership will always work. Because no matter how much money it losses, it cannot go broke.

Spring Will Be a Little Earlier

If winter is your favorite season — live it up. You only have a few more hours. Spring will be a little early this year.

When the hands of the clock are pointing down together tonight, the sun will be crossing the equator on its northward run and we'll have the vernal equinox.

It will be spring at 6:30 p.m. (PST) today.

That "sun crossing the equator" is just in a manner of saying it. In reality, the sun will hold its own but the earth is tilting the other way.

It's the time of the year when day and night are supposed to be equal but here in Palm Springs, the day will have a seven-minute edge. Each day will be longer by a few seconds until June 21 when summer will blast in.

But on April 29 sunset will jump 60 minutes. That's when Daylight Time, (PDT) comes in. It will last until the Last Sunday in September and this may be the last year that it will end on that day.

On Nov. 6, among the many provisions on the ballot will be one to extend Daylight

Time until the last Sunday in October. That would put us in line with New York and Chicago which now have four months of so-called Sun Time.

In the meantime, while most of us are rejoicing as we emerge from winter, down below the equator they're just swinging into fall with six months before it will be spring.

Somebody's got to lose.

Many times more painful than acting like a fool is the sudden realization that you weren't acting.

The San Diego Union asks: Who but American can afford chairs that vibrate and automobiles that don't.

All a man has to do to take that chip from his wife's shoulder is to put a new hat on her head — Grit.

A man-about-town by any other name will be just another bum.

HOLMES ALEXANDER

It Is Too Quiet on This Front

WASHINGTON, D. C. — American soldiers in South Vietnam are shooting and being shot, killing and being killed, but the American people are not being told about it.

At his press conferences, Mr. Kennedy has called it a subterranean war, an up-and-down war, and has said our troops are there to train and transport the Loyalist forces.

Beyond these vague and imprecise terms, Mr. Kennedy has played the artful dodger on questions that search for information as to battle results, policy and weapons. With better leadership in the 1940's and 50's, the USA might have stayed out of these Asian quagmires—we might have stayed home and developed our own Hemisphere. Unless we get superb leadership in the 60's, unless the President takes the people into his confidence, we are going to suffer a disastrous defeat far, far from home—like Napoleon before Moscow, like the Spanish Armada off the coast of Britain. Such defeats historically have caused the downfall of great nations.

Having vainly tried to get informed comment on the war in Vietnam from the Defense Department, from Secretary of State Rusk and from the President, in that order, your reporter found a highly informed and voluble Viet-

namese who was willing to talk without attribution. I came away from the interview with these impressions:

Ten years, the length of the Trojan War, will hardly see the end of our struggle in Vietnam if we intend to be victorious. In a sense never intended by the famous slogan, we have not yet begun to fight. Airlift of native troops by American helicopters was chosen as a bloodless, mechanized form of fighting—but it won't work. We cannot win by staying above the hand-to-hand struggle. Yet somehow the guerilla hands from North Vietnam must be defeated and destroyed, so that the "civilization" (it was my interviewer's own word) can be eventually established by the West rather than by the Communists. The American military man, both the officer and soldier, won't win in South Vietnam unless he's more than a soldier. He must also be a civil administrator, a welfare worker, a person of character, a goodwill ambassador and a "scholar."

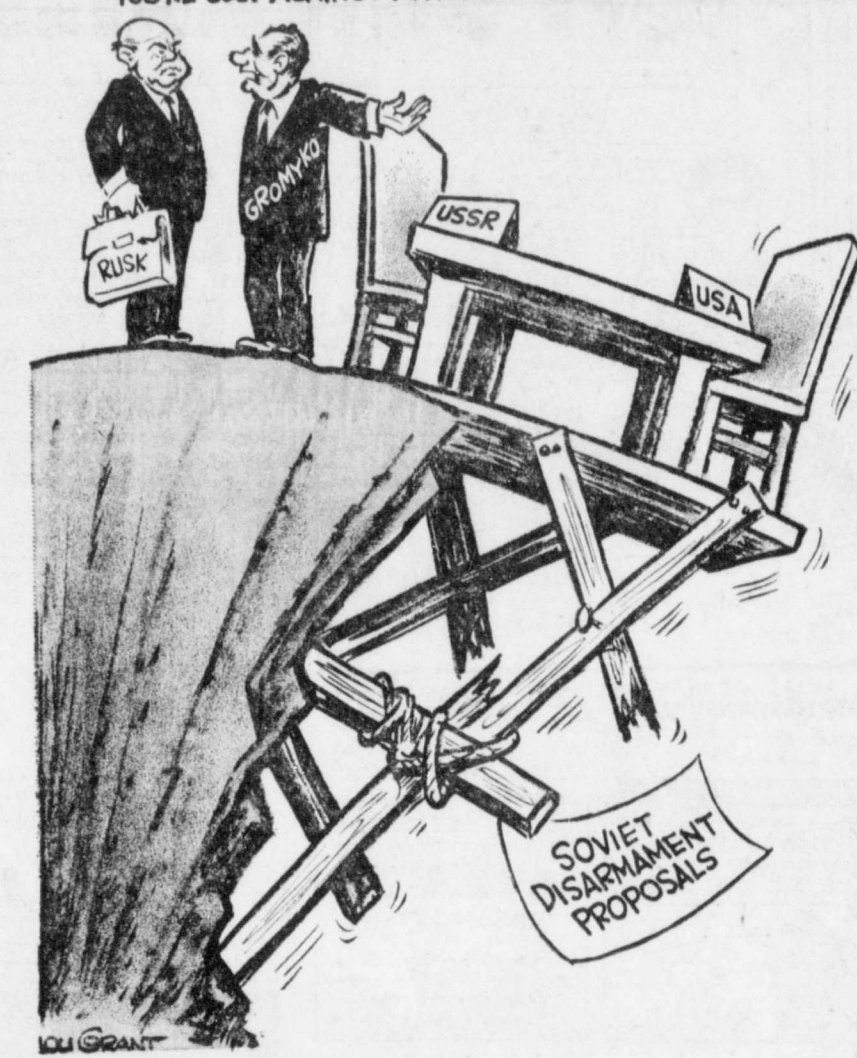
The peoples of Southeast Asia are ignorant and poor. They admire the wise man more than the rich man, and the "good," or holy, man still more. Somehow, to give us victory in these parts, the American must take on these exalted qualities in the eyes of the natives—which won't be easy after decades of Communist in-

sistence that Americans are juvenile delinquents, criminals, militarists and imperialists.

The odds against our success in South Vietnam are enough to shake the stoutest heart. In 1955, the Communists systematically set out to take a hostage from every family in South Vietnam. Between 30,000 to 40,000 young men were snatched up and marched into North Vietnam. It is hard to ask these peasant families to support our side with their sons in captivity. It is so hard to tell friend from foe that when 100 "enemies" are listed as killed by President Diem's troops and ours, some of the "hostile" casualties are innocent villagers. These events hurt our cause as much as a lost battle.

Although we need the best available weapons to get on with the bloody work in South Vietnam, the most needed of all weapons is the humble mimeograph machine for printing local newspapers. If there were one honest newspaper in every village, turning out truth to combat Red propaganda, we would be scoring victories and enlisting recruits. Is it a war which we can and will fight to the finish? Maybe not, under any circumstances. Certainly not, until our own President or his spokesmen start coming clear with the facts.

"YOU'RE JUST AGAINST ANYTHING CONSTRUCTIVE"



THIS SIDE Of The Sun

R. F. "Phat" GRAETTINGER

Chief Kettmann has a problem Just where a range to build So marksmen can get in their drill And others won't be drilled

It seems that there is a fly for every ointment. Members of Police Chief A. G. Kettmann's force are as proud as the next guy of the great growth of Palm Springs even if it does mean more work for them.

But they find that progress has also brought on a new headache.

YEARS AGO the police decided they needed a target range. A spot for members of the force to go and practice on the draw. And, mostly, their aim.

They were looking for a place which wasn't built up, where there weren't a lot of people messing around.

They didn't want to bother the neighbors with the sound of firing.

What's more, they didn't want some sun-bather meandering into the line of fire. It would cause unfavorable comment, they felt sure, if some innocent bystander was pinked, potted or just plain punctured.

AT THAT TIME they didn't have to travel far out of town to find such a spot. There were plenty of wide open spaces within a short ride of the police station which was then in the 300 block on North Palm Canyon Drive.

So they settled on a place near Araby Point. Not a house or a hiking trail within range or earshot.

Stuck up some bales of hay, put targets in front of them and banged away lustily, disturbing no one.

ALL WAS FINE for a while. Police sharpshooters were hanging up perfect and near-perfect records. There was no one around to intercept a near miss, if any.

(Note to tax-payers — they due the bullets out of the hay, melted them and remolded them into new bullets for further target drills).

That was the Golden Age of Bull's Eyes.

THEN PROGRESS caught up with them. One sub-division was followed by another. In a short time, it was no place to bang away at the target.

Not that some one would be plugged — they always hit the target.

But people were prone to complain when the crack of the guns brought the baby out of his nap, yelling.

SO THE POLICE discovered another lonely spot. The city's growth accelerated. The spot wasn't lonely long. They moved again. And again. Those bales of hay were wearing out.

Finally they settled in the middle of a wash figuring that spot would be safe.

But almost before they could squeeze a trigger, loads of lumber for houses arrived.

Chief Kettmann is stymied.

"Guess we'll just have to save our money to dig a hole under the police station, sound-proof it, and put holes in targets in the basement."

"Have to go underground."

ABIGAIL VAN BUREN

Dear Abby...

DEAR ABBY: I would like to know if it is proper to wear your engagement and wedding rings if you are divorced. I have two children, and people look at me as though I have never been married when they see me with my children and notice I am not wearing any rings. To tell you the truth I did not put away my rings, my husband took them back when we got divorced. I have been thinking about buying myself another set just to keep people from wondering what kind of a woman I am. —DIVORCED

DEAR DIVORCED: Don't buy yourself a set of rings. Anyone who is interested in knowing your background will ask you. As for the "guessers"—let them guess. "You" know you were married.

DEAR ABBY: For 15 years I have been working in a store. I like the work (I am a clerk) and give the customers good service. Recently, women customers have been asking me, "What is your nationality? You have an accent. Where are you from?" Do I have to give strangers my life history? I meet all kinds of people during my day's work and I would never ask such a question of them. How shall I answer? —D. A. K.

Remember When

March 20, 1952

Winfield Line was unanimously elected president of the Palm Springs Desert Museum Board succeeding William Dean of Smoke Tree Ranch who had resigned.

Leonard Bock said the petition for a special election to decide redistricting of the city's councilmanic districts contained sufficient names to insure the vote.

Firemen searched in vain for a fire reported in the office of Robert Ransom and then discovered that the smoke which caused the alarm was coming from the city dump.

March 20, 1942

Ernie Pyle, famous writer, spent a few days in Palm Springs fathering material for an article on Nellie Coffman and the Desert Inn.

Dr. Stanley Dougan, prominent San Jose physician, presented a lecture on first aid in the event of an enemy attack.

Frank Bogert, publicity head for the Chamber of Commerce was informed by Look Magazine that a color photograph had been taken of Jimmy Rogers, equestrienne, for an early issue.

March 20, 1932

The Prescott T. Stevens Golf Tournament at the Desert Golf Course was rained out just after it had started and was reset for later.

The Boy Scout committee reported that the drive for \$500 for a Scout House will be continued. The fund was short.

Joe Omlin was re-elected chief of the Palm Springs Fire Department, meeting at the Desert Inn Garage.

DEAR D. A. K.: The simplest answer is a two-word reply. "From France, Germany, Holland" (or wherever you are from). You needn't recite your life history. If any questions are asked beyond that, start selling.

DEAR ABBY: Have you ever heard of anybody going down the aisle in a wheelchair? Well, that's what I would like to do, but everybody is trying to talk me out of it. I am a polio victim, have been in a wheelchair for six years, and will never walk again. I have always wanted a beautiful church wedding with a veil and my fiancé says there is no reason why I shouldn't have it. Tell me honestly if you think I am foolish for wanting this type of wedding in my condition. —ON WHEELS

DEAR ON WHEELS: I am sure there are others who have gone I see no reason why you shouldn't. If you and your fiancé desire it. Keep your wheels oiled, and good luck.

DEAR ABBY: Is it all right to have married bridesmaids? My sister says that it is and I say it isn't because the word "bridesmaid" means "maiden" or unmarried person. —NEEDS TO KNOW

DEAR NEEDS: It is permissible to have married bridesmaids and is frequently done.

Stop worrying. Let Abby help you with that problem. For a personal reply, enclose a stamped, self-addressed envelope.

For Abby's booklet, "How To Have A Lovely Wedding," send 50 cents to Abby, Box 3365, Beverly Hills, Calif.

Distributed by McNaught Syndicate, Inc.

Other Editors

(Beverly Hills News-Citizen)

A study of the world's production of goods and services — the global equivalent of the gross national product — offers the best possible rebuttal of communism's claim it is a wave of the future.

The study, by a California economist, estimates the world's total production in 1961 at more than a trillion dollars. The communist bloc produced 21 per cent of the total, although it contains one-third of the world's people. The Western industrial nations, with fewer people, produced more than three times as much.

If production is translated into living standards, the figures show that the West has a standard five times as high as that under communism.

Similarly, figures show the United States, wealthiest Western nation, has a production per person three times that of the USSR, wealthiest communist nation.

Such statistics, combined with the clearly healthy growth of Western capitalism in 1961, should go a long way to show that communism is not the natural heir to capitalism. As an economic system, communism is not even good competition.

Its strength stems from its political and authoritarian aspects, not from the ancient economic nostrums of Karl Marx.

BOB CONSIDINE:

Rusty Laws Keep Top Scientists from U.S.

NEW YORK—People... places... things...

Archaic and discriminatory immigration laws are preventing thousands of superbly trained scientists, doctors, teachers and technicians from accepting U.S. jobs that are ready and waiting for them. Sen. Jacob K. Javits (R., N.Y.) has now introduced a bill that could end the chaos and frustration with one swipe. How it will prosper on Capitol Hill remains to be seen. Congress can get awful persnickety about "furriners," particularly if the solon's family has been in this country for more than one generation.

We could not have produced the A-bomb without men like Fermi, Szillard, Wigner, Kistiakowski, Bohr and, of course, Einstein. Dr. Teller, who speaks fractured English, led us to the H-bomb. One shudders to think how yawning would be the missile gap today without the Germans we rounded up at Peenemunde and put to work here. The contributions made in other fields are, of course, too numerous for detailed mention.

About 7,000 highly trained nationals of friendly countries are now being kept from joining our never-adequate scientific work pool in this country because they must stand in the crowded quota queue. Another 4,000, who made it here, are kept away from jobs they know best, and employers who need them badly, because of rusty laws.

Highly Specialized Aliens

Sen. Javits notes that the Department of Defense now employs about 200 highly-specialized alien scientists and engineers, most with post-doctoral training and experience, but their talents cannot be fully utilized because they cannot get security clearances until they have attained their "final papers."

Top-flight surgeons, including critically needed heart surgeons, sit by helplessly because they cannot take a simple state medical examination until they get their permanent residence status. A Formosan obstetrical and gynecologic pathologist with a world reputation in his field, and a job waiting for him in a great New York state medical school, is not permitted to accept the job and its challenges — for want of a stamp on a paper.

Individually, it is conceivable that all approximately 10,000 could receive special preference. But that would mean the introduction of as many bills in Congress. Sen. Javits would unchain them, enrich the nation, in one fell swoop.

Eddie Cantor tells a story about his friend George Jessel and the late great Fred Allen. Some years ago George discovered the monotele. To celebrate, he invited Allen to dinner. The captain presented the menus and George, with a flourish, adjusted his eve piece over his left eye. Then he waited for Allen to marvel at the achievement.

Fred finally looked up at him steadily and asked, "Doesn't the right eye eat, too?"

Picked up the Tab

Marty Tanenbaum, president of Yonkers (N.Y.) raceway, was in Perth, Australia. The Night The Lights Stayed On. He was so moved by the demonstration, which Glenn commented on from on high, that he offered to pick up the entire light bill.

It was not his only association with an astronaut. At the airport one day during the Glenn vigil he noticed a tanned, wiry fellow

wearing a banian sports shirt, casual slacks and white buckskin sports shoes. He looked vaguely familiar. Marty introduced himself. Turned out to be Maj. Leroy Gordon Cooper, Jr., in Perth to monitor the Glenn flight.

"While we were talking, Cooper suddenly looked at his wristwatch nervously and said 'Look, I've got to put sixpence in the parking meter. I'm running overtime. You know how much they fine you for overtime parking here in Perth? One whole pound, I know. I've had four tickets since getting here.' And out he dashed.

"Struck me as funny that this fellow, ready to plunge fearlessly into the unknown of space, was genuinely concerned about a parking ticket on his windshield in the far-off city of Perth."

Letters to The Editor

Desert Sun The Editor:

Out of the desert, we would like to raise our voices and cry aloud to those few neighbors who have taken the time — used up their patience — and given of their efforts to provide us with our Community Concert Series.

Ever since its inception, they have apparently tried to provide us with variety and taste, utilizing the best available artists, and to our minds, they have, on the whole succeeded extremely well. The closing concert of a slightly rotund, kindly, grandfatherly looking man — whose right hand definitely knew what his left hand was doing — was a case in point.

Almost crouching over his friend, the Guitar, Andres Segovia released his notes of melody that almost floated in the air and fell upon the audience as softly as pear blossoms blown about by a breeze. Gradually, the audience relaxed and became attuned to the unusual strains of one instrument with no mechanized tone — no dissonance — just an occasional change of melodic pace when freshets of sound came tumbling down from the stage like small mountain streams intent on delighting all who are nearby.

Thank you! Thank you! Thank you dear neighbors — whoever, and wherever you are.

Most Sincerely,
Dr. and Mrs. Maurice Smith
Rancho Mirage
P. S. And—Thank you for a nice newspaper.

The Editor
Desert Sun

Dear Sir:
Your Editorial A Little College Points the Way, (March 8), cheered me greatly and gave further proof that self-reliance when put into practice, achieves wonderful results. The corollary is also true that dependence on "doles" weakens the whole moral fibre of men or nations who receive them.

The Editorial is particularly encouraging at this time to all who are praying for our return individually and nationally to the ideals of free enterprise and self-determination, and President John A. Howard is setting an example which we hope other colleges will note and follow.

My grateful thanks.
Sincerely,
(Mrs.) Bernice Greb
Palm Springs, Calif.

DAILY CROSSWORD

ACROSS

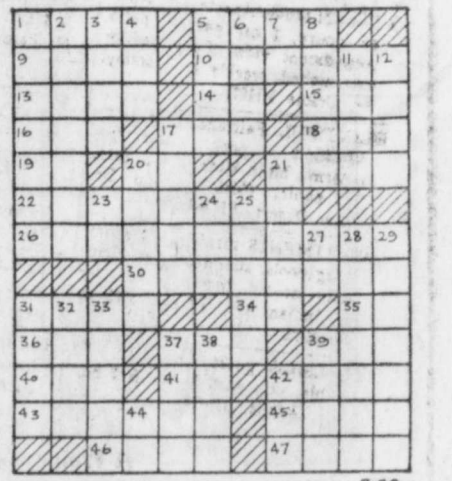
1. Go away!
5. R.R. crossing barrier
9. Capital is Columbus
10. "Three Men on —"
13. Plexus
14. Therefore
15. Bean
16. Thing (L.)
17. Timid
18. Single unit
19. Hesitation sound
20. Egyptian religion, the soul
21. Vexes
22. Jokingly, a cocktail
26. Formal evening dress (sl.)
30. Indecorous
31. Let it stand
34. Abraham's birthplace
35. Boy's nickname
36. Goddess of peace
37. Drope
39. Through
40. Malt beverage
41. King of Bashan
42. Father (colloq.)
43. Roll of parchment
45. Level
46. West Indian bird

DOWN

1. Reddish-brown horses
2. Good-by (colloq.)
3. River islands (G.B.)
4. Foot digit
5. Long cut
6. Hailing call (naut.)
7. Toward
8. Mistake
11. Submerged
12. Looks on
17. The devil
20. Ruined (colloq.)
21. Conclude from facts
23. Measure (abbr.)
24. — and —
25. Concert hall
27. Not (prefix)
28. Long-shot winner
29. Fireplug
31. Mineral springs
32. French chalk
33. To put in action
37. Contain
38. Hideous
39. Cover with asphalt
42. Vigor
44. Hawaiian bird

Yesterday's Answer

33. To put in action
37. Contain
38. Hideous
39. Cover with asphalt
42. Vigor
44. Hawaiian bird



WILL IT LEAK?

They'll Plug Earth —Like a Watermelon

WASHINGTON (UPI) — The National Science Foundation announced that it has signed a \$12 million tentative contract for phase two of the Mohole Project to drill a hole through the earth's crust.

The letter of intent was completed in the office of Science Foundation Director Alan T. Waterman. The contract went to Brown & Root, Inc., of Houston, Tex.

The formal contract, to be signed within 90 days, will total \$35 million to \$50 million. The letter contract will permit Brown & Root to go ahead immediately with planning and engineering.

The aim of Project Mohole is to drill a hole through the earth's outer crust and into the layer beneath, called the mantle. This will give scientists information about the age and structure of the earth.

In the first phase of the project, scientists drilled through several hundred feet of ocean bottom in seas two miles deep off the west coast of Mexico.

Using special equipment aboard

JFK Influence Is Reflected On Our Tables

PROVIDENCE, R.I. (UPI) — The influence of Mrs. John F. Kennedy on today's table settings is reflected in the increasing popularity of vermeil.

Raymond J. Artabasy, vice president of a silver firm (Gorham Co.), said that as a result of demand for vermeil 17 of his firm's patterns are being done in vermeil.

Have You a Vacancy to Rent..?

Let The Desert Sun
"TO RENT" ADS
Find a Reliable Tenant
For Your Vacant
House, Apartment,
Room, Store

There is no need to lose Rent Money—An inexpensive "To Rent Ad" will put you in touch with the tenant you are looking for—Families seeking a place to live consult the Rental Classifications in The Desert Sun. Want Ads to find what they Want —

USE THESE CLASSIFICATIONS

- 121—Business Rentals
- 123—Wanted to Rent
- 125—Rooms for Rent
- 127—Room & Board
- 129—Apartments Furnished
- 131—Apartments Unfurnished
- 133—Houses—Furnished
- 135—Houses—Unfurnished
- 137—Beach-Mountain Rentals
- 147—Trailer Rentals

Apartment Furnished

LOW rent, furn. apt. \$55 inc. utilities. 36-353 Eagle Dr., Trammis, near Drive in Theatre, turn off Highway at Sterners Furniture Store. Owner, 324-2101.

MODERN Studio Apartment, separate house, 2 car garage, patio, magnificent view. Furnished or unfurnished, weekly or monthly. Ph. Oriole 3-1197.

BEAUTIFUL Fairlane Apts. Air-condition — pool. 1 bdr. lge. livingrm., bit-in kitchen, comp. furn. TV cable. 46045 Ocotillo Dr. Palm Desert. FI 6-8441.

APARTMENTS furnished. 2 swimming pools, summer rates. Centrally located. Indian Manor, 784 N. Indian Ave. Ph. 325-5175 or 324-9030.

POOLSIDE guest hse. furn. TV cable, util. Also Studio & 2 bdr. apt. Adults. 325-6493.

Apartment Unfurnished

SUMMER RATES — Furn. bungalow apt., liv. rm., bdrm., kitchen, ba., air cond., pool. So. end. 273 Avenida Ortega. 325-2360

DOWN Town location. Furnished Apt. Sunshine Court Annex, \$67.50 & \$75.00 per month. Inquire 343 N. Palm Canyon Dr.

SPACIOUS 1 bdr duplex. Shade trees, TV booster, close to center of town. Inq. Elsa Hoffman, 66406 Pierson Blvd., D.H.S.

EXCELLENT surroundings. Attractively furn. 1 bdr. apt. Summer Rates to Nov. 1. Palo Verde Dr., Su

3 BDRM., 2 ba. home, good view, on Palm mo. Ph. 324-5173 or

HOUSE. A features. REASON.

Desert Classified Advertising

LEGAL NOTICE

Deed of Trust in property situate in the County of Riverside, State of California, described as: Parcel 261 of Record of Survey captioned "Record of Survey of a Portion of Section 9, T. 7 S. R. 5 E. S.B.B.M. & of Lots 650, 651, 652, & 653 of R. S. 21/20-43 Records of Riverside County," as shown by Map on file in Book 32 page 29 to 32, inclusive, of Records of Survey, Riverside County Records. EXCEPTING therefrom all mineral rights, as conveyed to Santa Rosa Tungsten, Inc., by Deed recorded June 28, 1945 in Book 686 page 140 of Official Records, Riverside County Records. For the purpose of paying obligations secured by said Deed of Trust, including fees, charges, and expenses of the Trustee, sums expended under the terms thereof, interest thereon, and \$1,429.96 in unpaid principal of the note secured thereby, with interest thereon at the rate of 10% per annum. Dated March 14, 1962. (SEAL) SECURITY TITLE INSURANCE COMPANY By Lois Krueger, Assistant Secretary CR 2793 Published March 20, 27, April 3, 1962

NO. 634 NOTICE OF TRUSTEE'S SALE No. TS 3233 On Friday, April 13, 1962 at 10:00 o'clock A.M. at the Main Street entrance of the County Court House in the City of Riverside, State of California, SECURITY TITLE INSURANCE COMPANY, as Trustee under the Deed of Trust executed by ALPINE PALM SPRINGS SALES, INC. recorded August 24, 1960 in Book 2754 page 427 of Official Records in the office of the Recorder of Riverside County, California, by reason of default in the payment or performance of obligations secured thereby including the breach or default, notice of which was recorded December 13, 1961 in Book 3037 page 462 of said Records, will sell at public auction for cash, without warranty as to title, possession, or incumbrances, the interest conveyed to said Trustee, by said Deed of Trust in property situate in the County of Riverside, State of California, described as: Parcel 262 of Record of Survey captioned "Record of Survey of a Portion of Section 9, T. 7 S. R. 5 E. S.B.B.M. & of Lots 650, 651, 652, & 653 of R. S. 21/20-43 Records of Riverside County," as shown by Map on file in Book 32 page 29 to 32, inclusive, of Records of Survey, Riverside County Records. EXCEPTING therefrom all mineral rights, as conveyed to Santa Rosa Tungsten, Inc., by Deed recorded June 28, 1945 in Book 686 page 140 of Official Records, Riverside County Records. For the purpose of paying obligations secured by said Deed of Trust, including fees, charges, and expenses of the Trustee, sums expended under the terms thereof, interest thereon, and \$1,429.96 in unpaid principal of the note secured thereby, with interest thereon at the rate of 10% per annum. Dated March 14, 1962. (SEAL) SECURITY TITLE INSURANCE COMPANY By Lois Krueger, Assistant Secretary CR 2793 Published March 20, 27, April 3, 1962

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NOTICE OF TRUSTEE'S SALE

Lost & Found
LOST necklace with diamond pendant. Sat. March 10th at Robinsons or Market Basket. Sentimental keepsake. Reward. Ph. FI 6-6039 or Box 31 Palm Desert.

PERSONALS
\$5 CASH LOANS ON \$5 Watches, radios, tools, guns, cameras, diamonds and jewelry. We also buy & appraise. Desert Loan, 82-957 Mills Ave., next to Western Union, DI 7-5135.

QUICK service cleaning. Sofa, chairs, \$4.95 up. Cps., 6c up. Specialist, remove most any stains. Best. Ref. Bob Suder. Ph. 325-5144 or 324-9031

ALCOHOLICS ANONYMOUS Call 325-2701 24 hrs. P. O. Box 903, Palm Springs

DOROTHEA Expert Massage PHONE 325-2047 or 324-4905

BERMUDA Dunes membership. \$1,400. Also Fairway lot, \$13,500. Either or both, Ph. FI 6-8978.

Travel & Transportation
YOUR CAR DELIVERED ANYWHERE IN THE UNITED STATES

Nation-Wide Drive Aways, Inc. Member of Palm Springs Chamber of Commerce Pick up, your home Airport or Los Angeles PHONE PALM SPRINGS 325-2701 or L.A., CU 3-8421

YOUR CAR delivered anywhere BY AN ESTABLISHED FIRM * ALL-AMERICA DRIVE-AWAYS LICENSED, BONDED, INSURED NOTARIZED OWNER PROTECTION NEW LOW RATES Members L. A. Chamber Commerce OL 3-2225 8318 1/2 W. 3rd, L. A. 48

Professional Service
WHITNEY AGENCY Civil, Criminal Investigations 1087 N. Palm Canyon Drive Phone 325-3431

COSTUMES BY TANYA Rent or Made to Order 546 Grove, Cathedral City 325-2297

SWEDISH MASSAGE BY HILDEGARD Ph. 324-4017 if no answer: 324-1587

Furniture For Sale
SENSATION FREE OFFER—\$49.95 innerspring mattress & box springs at no extra cost with the purchase of a deluxe maple or modern walnut bedroom suite. These suites have been especially reduced in price. So this is a double bonus for this sale. Hurry for your choice of suites while stock lasts. Cash or easy terms available.

MAHER FURNITURE Palm Drive & Acoma Desert Hot Springs Ph. 325-5557

GET CASH For Your Furn. & Appliances WE BUY, SELL AND TRADE STERMS 67-951 HIWAY 111 Ph. 328-3935

HOUSE SOLD — Living, Dining, bedroom sets and white den set. Oil paintings & decorator items. Household items, 1164 E. Alejo Rd. Ph. 325-3864.

TWO custom wing chairs, couch, for reupholstering, \$25 each. Ph. 324-4584 after 4 p.m.

MOVING beautiful new Simmons divan sleeps 2. \$75 Westinghouse Refrig. \$65. Phone 324-4920.

4 PIECE solid Maple bedroom set, twin beds & mattresses, \$125. Ph. 328-3687 after 4 p.m.

LEGAL NOTICE

On the 6th day of APRIL, 1962, at 11 A.M., at Main Street Entrance Riverside County Court House, Riverside, California, before me, JAMES A. NATIONAL TRUST AND SAVINGS ASSOCIATION, as Trustee under Deed of Trust dated January 9, 1961, executed by Marguerite Austin Noble, a single woman, Nancy Ann Church, a single woman and Catherine P. Kirby-Smith, a single woman, and recorded on January 25, 1961 in Book 2637, Page 386, of Official Records County of Riverside, California, given to secure an indebtedness in favor of Herbert J. Johnson and La Vonne Johnson, husband and wife as joint tenants, by reason of the breach of certain obligations secured by said Deed of Trust, including fees, charges, and expenses of the Trustee, advances, if any, under the terms of said Deed of Trust and interest thereon, and \$10,469.00 in unpaid principal of the note secured by said Deed of Trust, with interest to the date of sale. Dated March 6, 1962. BANK OF AMERICA NATIONAL TRUST AND SAVINGS ASSOCIATION, as Trustee By: J. W. McNeill, Trust Officer By: E. Willoughby, Assistant Trust Officer No. 628-F-3287 Published: March 13, 20, 27, 1962

LOVELY 3 bdr. 2 ba. furn. h. air cond. Pool. In cool area resp. tenant. \$225. 6-8 n

PALM DESERT MOTEL Low Summer Rates Nov. Completely furn. 3 rooms. B twin beds, TV cable, cooler

To Place a 'To Rent' Ad Phone 325-5305

A Trained Ad-Taker Will Help You Prepare Your Ad

Home Appliances
GAS Stove, 4 burner. Large refrigerator with freezer compartment. Good cond. Can be seen Fri. or Sat. 810 E. Sunny Dunes Rd. Apt. A. Ph. 325-6700.

Stove & Refrigerator \$20 each Phone 325-6060 or see at 2726 Cardillo Avenue

Miscellaneous For Sale
REUPHOLSTERY Standard 7 ft. sofa, labor & material \$99.50. Matching chair \$49.50. Decorator fabrics to choose from.

POPULAR FURNITURE 119 S. Indian Ph. 325-2766

DREXEL double bed with box springs & foam rubber mattress. Supreme electric juice extractor. Ph. Eve. 325-5177.

GOLF carts. W-tops & battery chargers, good cond. Call or see Bob at Thunderbird CC Golf Cart Shop.

LIKE new. 41' long 8 1/2' wide. White enamel aluminum awning. Cost \$500, sell \$300. See at Desert Hills Trailer Park office.

COUCH \$30. China Cabinet \$35, wardrobe 7x48 \$35, oval table, \$6.00 coffee table \$8.00, 21" B. Schwinn Bike \$30. Ph. 328-2908.

COTTON carpeting, rose beige, 15x 15, plus 18 ft. hall, 2 wheel metal util. tr. both ex. cond. Phone 325-6034.

FOUR burner gas range, good cond. \$35. Dbl. door steel clothing cabinet. \$10. 2 mirrors \$2. ea. coffee mill \$3. Ph. 328-2506.

Attn.: Decorators ANTIQUE QUILTS, HANDMADE EXCELLENT CONDITION Ph. 324-5795

AUTOMATIC ice cube maker also 14 ft. home bar, formica top. Call 324-1604

CONCORD 880 Stereo-tape recorder. 3 mo. old. Sell very reasonable 324-1894.

HOOVER, NEW UPRIGHT DELUXE—\$38 PHONE Fireside 6-6822

1 Lambretta Scooter 1 set of drums Ph. 325-3590

Johnson 5 1/2 Hp. Outboard Motor Used less than 5 hours. Phone 328-3285

LARGE WALNUT Buffet & Iron-rite mangle with chair. Phone 325-2133

LEFT Handed Woods, Pro. Model 1 through 4. 1 Yr. old. Excel. Cond. 324-1201 or 324-5646 Evcs.

EVEN a needle in a haystack would probably be found with a quick-action "Lost and Found"

ANTIQUES & STUFF 66-116 Pierson Blvd., D. H. S.

FIREWOOD Eucalyptus, Walnut, Apricot Phone collect Hemet 658-5704

FIREWOOD PAVNYS — PH. 325-3342 400 Fan Palm Trees. 4 FT. to 8 ft. \$10 to \$15 per TREE. Ph. 325-5602

Wanted to Buy
HIGHEST PRICE PAID For Diamonds, Jewelry, Antiques and Gold Coins. All Business Strictly Confidential JEWELS BY ALCHIAN Jewelry Appraisers 174 N. Palm Canyon. Ph. 325-3113

GOOD trailer, to haul small antique automobile. Ph. 328-3942 days, 328-2528 evcs.

Pets & Supplies
GORGEOUS German Shepherd dogs, white & black males; very friendly. 2 to 3 yrs. old. Corner Rio Del Sol & Via Marta. 2 miles south of Ramon Road.

WANTED 2 live female coyote pups by April 20th will pay \$15 apiece, Contact Susan Bray, Desert Sun School, Idillywild, Calif.

POODLES — Male & female. Silver miniature puppies, A.K.C. registered. Ph. 328-2243, 70-006 Hiway 111, Cathedral City.

A.K.C. Registered miniature Schnauzer puppies, all males. Phone 328-2845

GERMAN Shepherd pups for sale \$5. 71-617 Estrella, Rancho Mirage, Ph. 328-3603.

Situations Wanted—Women
GERMAN LADY pract. nurse wishes

BABYSITTING Wednesdays 4 to 6 hrs. \$1.50 hr. Ph. Banning 849-3478

COMB. Counter — No. 2 cook. Salads or Pantry cook. PBX & Motel clerk. exp. permanent. Box 492 Indio, Calif.

DAY WORK, EXP. COLORED LADY, DRIVE Ph. 325-3390

WASHING & IRONING PICKUP & DELIVER Ph. 329-4754

LADY desires work, housekeeping, maid, day work. Exp'd. Own trans. Ph. VA 2-1306.

Help Wanted—Women
AIR HOSTESS on private Oil Co. executive plane. Exp. not necessary. Must be single, attractive & free to travel. Maximum age 32, starting salary \$450 mo. Representative will be in Palm Springs Thursday the 22nd., for interview. State full qualifications in 1st letter. Write Box 362, The Desert Sun.

HIGH SCHOOL GIRLS Work eve. 4:15 to 9 p.m. Telephone work. No. exp. nec. \$1.25 per hr. Apply Junior Chamber of Commerce 170 N. Palm Canyon (The Center) Suite 21 — Palm Springs

Escrow Officer SECRETARY ALSO secretary escrow trainer. Salary open. Write resume to The Desert Sun Box 354.

WOMEN OR GIRLS For pleasant telephone work. Full or part time. No exp. necessary. \$1.25 per hr. Apply Junior Chamber of Commerce 170 N. Palm Canyon (The Center) Suite 21 — Palm Springs

COUNTER girls wanted. Must be neat, no exp. needed. Part or full time. Ko-Ko Drive In, 67-871 Hwy. 111.

NON Drinking Lady to live in guest house in exchange for office services. Ph. 324-9584.

SECRETARY typist & receptionist needed for Rancho Mirage office. Ph. 328-3164 Eves. 328-2301

WANTED — SALESLADY PERMANENT POSITION PHONE 325-6317

Help Wanted Men
SALESMAN WITH house to house selling exp. to work directly with owner of Co. in home improvements field. Wonderful opportunity for ambitious man. Ph. FI 6-8405.

INDIO AREA MAN or couple for evening part time janitorial work. Must have floor waxing exp. write resume to The Desert Sun. Box 359.

COUNTER girls, Saturday & Sunday only. Neat, dependable, FI 6-8598

HAPPILY married man, part time. Eve. & Sat. Sales. Potential \$50-\$75 week Ph. 325-2363.

PICTURE FRAMER. Cut & join \$2.00 per hour. start 250 N. Palm Canyon Dr. Ph. 324-5139.

HUSKY boy or man. Ranch work, B & V Ranch, behind Palm Springs Oasis.

Help W'ted, Men, Women 61

DRIVE new cars from Palm Springs & Los Angeles to Portland & San Francisco, also from Phoenix & Tucson to Seattle. Cost to you is \$1. Available April 1st to 30th. Responsible persons over 25 call 324-3175 for information.

PALM SPRINGS EMPLOYMENT AGENCY RUTH ANDERSON 135 E. Andreas Ph. 324-3178

Office Girl \$200 Service Station Attend. \$1.65/hr Housekeeper \$250 Childs Nurse \$250 live in Bus boy live in, out Dishwasher live in, out

DESERT EMPLOYMENT AGENCY Steno Bookkeeper \$300 Cook-housekeeper R&B \$200 Secretary \$350 Cook-housekeeper R&B \$250 Waitress \$1 hr LUCILLE GARLAND 173 E. Andreas Phone 325-2364

SEATTLE apartment - hotel has openings during World's Fair April thru October for experienced hotel personnel; desk clerks, night auditor, P-B-X operators, bellmen and maids. Write Box 5121, Seattle 7, Washington.

WANTED — Semi-retired couple, who want to live on the high Desert. Home to live in with plenty of land & water for gardening. Plus some wages for part-time work & etc. 634 S. Palm Canyon or Ph. 324-2394.

DREAM Homes will hire licensed Real Estate person, for tract of 6 days a week. Straight salary. Ph. 324-1680 or 324-3258 for appointment. Mr. Boltz.

FREE trailer space, utilities, for year round caretaker. Small Ranch, light duties. Some wages B & V Ranch, behind Palm Springs Oasis.

REAL ESTATE BROKER Experienced only. Full time. SYLVIA LEVY, REALTOR Ph. 325-2855

Experienced Power Sewing Machine Operator Popular FURN. Co. 191 S. Indian

WORKING manager, couple, middle aged, exp. 16 units, hotel, references. Ph. 324-1014.

PALM SPRINGS PLAY SCHOOL Children 2 - 6 yrs.—Day & nite care. Transp. Ph. 325-5627 1547 N. Palm Canyon Ph. 324-4556

KIDDIE KOLLEGE Nursery school - Child care Certif. Teachers Spanish lessons 490 Compadre Rd. Ph. 325-6863

Schools & Instruction
Open To The Public NEW REAL ESTATE CLASS THE BARBARA MOSS COLLEGE Salesmen, Brokers, Renewals TUES. & THURS. 7 P.M. 1508 S. PALM CANYON DR. Ph. 324-3121 or 325-2201 CALL FOR BROCHURE

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SPEECH, Voice, Diction improved for Business, Professional, Social, Students EDITH KOP-ELSON, 325-6887, 324-5727.

Money to Loan, Real Estate 71

WANTED People Who Need Money! WE have money available for FIRST and SECOND loan on REAL ESTATE — Commercial, Homes, Lots or Acreage. CALL US TODAY!

Palm Springs Real Estate Co. 102 N. Palm Canyon 325-2269

First Trust Deed Loans COMPLETE ESCROW SERVICE CALIFORNIA LAND & INV. CO. LOAN REPRESENTATIVE California Federal Savings & Loan NEW LOCATION

HICKS CENTER BLDG. 827 N. PALM CANYON DRIVE AMPLE PARKING IN REAR PHONE 324-1217

REFINANCING? BUYING OR BUILDING A HOME? We lend money to individuals or builders. No red tape. 24 hr. commitments. Escrow service if desired.

SANTA FE FEDERAL SAVINGS & LOAN 300 S. Palm Canyon Dr. 325-2921

WONDERING WHO TO CALL FOR THAT FIX UP JOB? YOU'LL FIND ONE in These Columns Who Can Do It!

Air Conditioning—Heating
Palm Springs Air Conditioning Co. 325-3309

Air Conditioning & Refrigeration Sales, Service — Maintenance Phone 325-6922

REFRIGERATION — Air Cond. PLUMBING — REPAIRS HENRY A. SIMSARIAN INC. 850 N. Palm Canyon. Ph. 325-2093

Bookkeeping Service
INCOME TAX Siebert Bookkeeping Service 296 S. Palm Canyon. Ph. 324-4303 Evening Appointments

Building Contractor
ALLEN CERAMIC TILE Specialize in Remodeling and Tile Patios. — Ph. 324-1850

Maintenance
CARPENTER, PAINTER PAPERHANGING — FORMICA PHONE 325-2320

Rug and Carpet Cleaning
CARPET CLEANING We specialize in cotton carpets ONLY! With us water stain no problem. Ph. 329-2285

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EXPERT LADIES ALTERATIONS 501 Calle Abroña Ph. 324-3714

Alterations, Tailoring Dressmaking Edith's Sun & Sand Fashions 2665 N. Palm Canyon Ph. 325-5582

Gardening
17 YEARS in Desert Gardening, pruning, hauling, cleaning and painting. Prompt Service. Willie Parker 328-3224 or 328-4379.

30 YEARS Agricultural and Horticulture Experience. 1520 Tachevah Dr. Ph. 325-3085.

Tuesday, March 20, 1962 THE DESERT SUN Page 11

• CASH • FOR ANY PURPOSE \$1000 — PAY \$25 QTRLY. \$2000 — PAY \$50 QTRLY. \$5000 — PAY \$125 QTRLY. \$10,000 — PAY \$250 QTRLY. BALANCE 3 YRS. 1ST and 2ND R.E. LOANS CROWE-REATOR Ph. 324-5783

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Designed by RICHARD DORMAN, A.I.A.
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Available for immediate occupancy.

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Including everything ready to start enjoying
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OPEN DAILY 10 A.M. TO 5 P.M.

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Houses For Sale-Palm Spgs 89

Houses for Sale-Palm Spgs 89

Green Velvet

FAIRWAYS make the perfect setting for this jewel. Directly on the course of famous Indian Wells Country Club, NEVER OCCUPIED. 3 spacious bedrooms, including maids quarters. Terrace, pool and garden in a panorama of rolling greens and majestic mountain views.

LUXURIOUS

AND unusual interior decorating. CLUB MEMBERSHIP included to qualified buyer. Open daily and Sunday for inspection. 46-285 Manitowish Drive. Take Hwy 111, 2 miles EAST of Palm Desert Shopping Center. Turn at Dezi Arnez Indian Wells Hotel to REFRESHINGLY DIFFERENT

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Delightfully different Las Palmas Summit Estates. Designed by Charles DuBois, AIA. Words alone cannot describe this new concept in home design. 3-4 bedrooms, all luxury features. Paddock heated and filtered pool, redwood fencing. All utilities underground. Sewers in and paid for. Model home open daily. 797 High Avenue. Free brochure sent on request. Palm Springs phone 325-2562. Alexander Construction Company, Palm Springs' largest builder of luxury homes.

House Beautiful

HILLSIDE home of quiet and elegance, tastefully, completely furnished. This lovely 5 bedroom home overlooks large pool set in flagstone walk, the whole property 2.3 of an acre, walled, landscaped with mature citrus, palm and olive trees, year around lawn, large enclosed lanai with B.B.Q. sheltered southland, magnificent view. A home of distinction and charm. Price \$67,500. Shown by appointment.

Mildred S. Potter

REALTOR
HAROLD N. BECK ASSOCIATE
431 N. Palm Canyon Drive
Ph. 325-6912 or 325-3558

PREMIERE OFFERING!

Custom Designed and built by the present owner in ultra exclusive area. This exquisite 2 bedroom, 2 bath home plus spacious guest house is a rare jewel set in lush lawn landscaped oversized lot, adorned with a wide variety of mature shrubs and fruit bearing trees, irrigation water shares & sprinkling system. COMPLETELY FURNISHED, \$65,000.

Philip Short

& ASSOCIATES — Realtor
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Homes in P.S.
WITH 9 1/2% 30 YR. LOANS
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\$16,795—\$87,37 MO.
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LOW DOWN — LARGE LOTS
MAKE RESERVATION NOW
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ENTERPRISES, INC.

3 Minutes East of Riviera Hotel
on Vista Chino

\$12,500

STEAL this circular floor plan, close in, 2 bedrooms partly furnished citrus trees—terms too!

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445 N. Palm Canyon Ph. 324-9628

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Income or guest qtrs. in 3 bedroom home furn. with pool.

Ph. 325-6390 after 3 P.M.

FURN. 2 bedroom, 2 ba. house.

Heated pool, south end, corner lot, owner 325-6397 or FI 6-1587

JUST east of new Post Office, 71-878 Hwy 111. Potential business. Lot 100x250 deep. 5 room furnished home. Cash or special terms. Owner says sell. R. R. Geer, Apt. 4. Greens Desert Lodge. Ph. 328-3522 or 328-2949.

Desert Hot Springs 99

\$5995. NEW complete, 2 bdrm 1062 sq. ft. under roof, carport & store rm. Medallion electric. HIDDEN SPRINGS RANCH 1000 Palms.

YOU WILL LOVE THIS
Cute 2 bdrm home Refrig.
Nice loc. \$9,750 write The Desert Sun Box 357.

Morongo Valley 105

20 MINUTES FROM PALM SPRINGS. \$20 down buys choice lot \$100 down buys 2 bedroom house. Call at RED and WHITE Tract Office or Write P.O. Box 26, Morongo Valley, California.

Twenty-Nine Palms 111

250 ACRES
ON AMBOY RD. Free from brush or washes. Level land for subdivision or inflation hedge. Can only go up in price. Only \$200 per acre with 29% down.
John Adams Owner,
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Automobiles for Sale 153

PRETTY new 10' wide for your small space. Large carpeted living room with sliding glass door. Full bath with tub. Take older trailer in trade, or reasonable for cash. Murray's Trailer Sales, 68-100 Hwy. 111.

BLUE Skies A-11, 48 ft. stainless steel Pan American, with 2 stainless steel canopy's. Large paved patio area and storage room. Cost \$12,000, sell \$4,995. FI. 6-8877.

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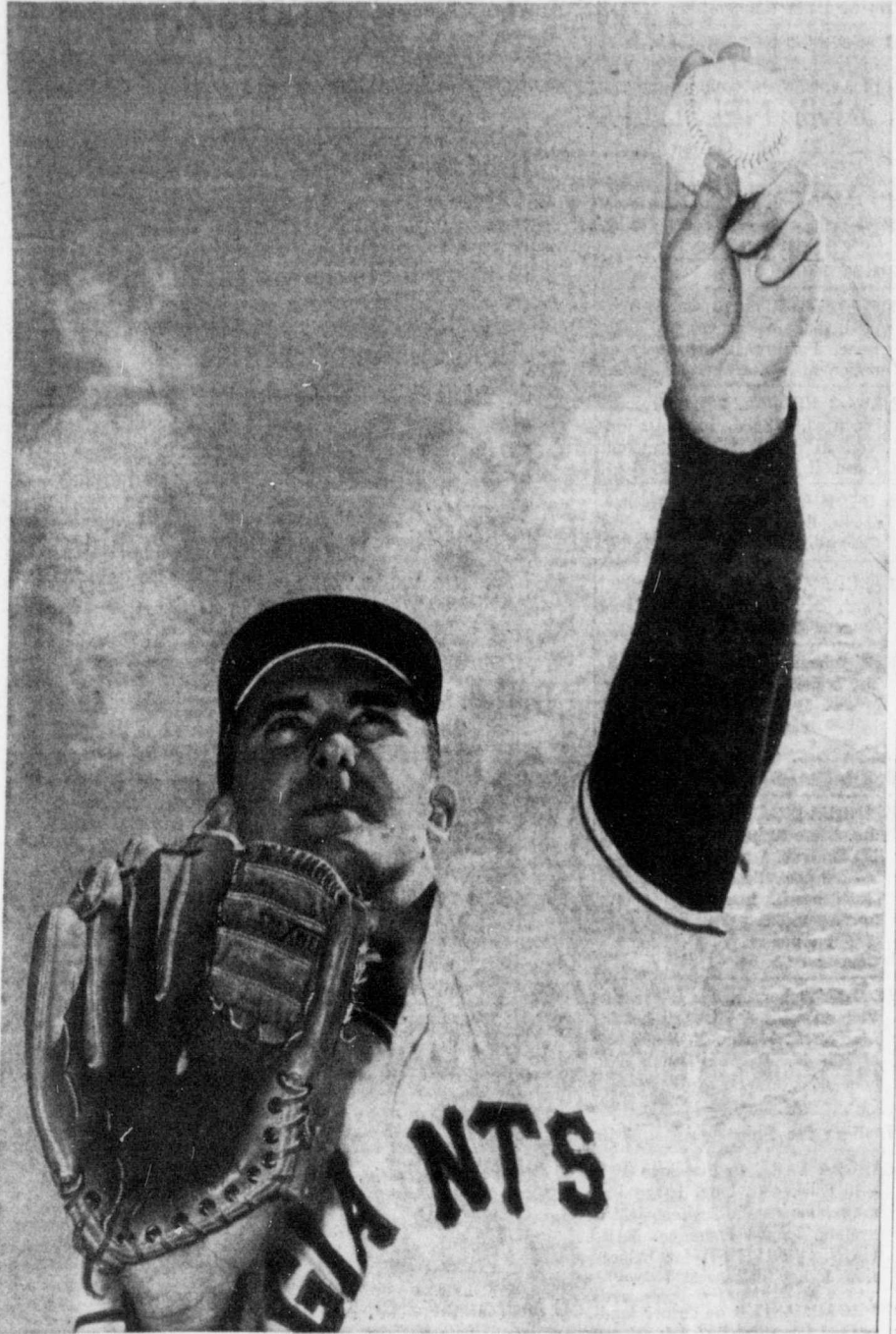
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Angels Stop Cubs Win Skein, 6-2



ACE LEFTHANDER Mike McCormick of the S. F. Giants will probably be used by manager Alvin Dark in Wednesday's game against the Los Angeles Angels at the Polo Grounds. McCormick has been a regular starter for the Giants during the past seasons.

McBride Slated to Hurl Against Giants

By BOB ABBEY

It wasn't difficult to detect a big smile on the face of Los Angeles Angels Skipper Bill Rigney at the Polo Grounds Monday afternoon after his ball club stopped the Chicago Cubs' six-game winning streak, 6-2, on an inside-the-park home run by rookie Jim Fregosi with two mates aboard.

Dodgers Bounce K.C., 4-1

SARASOTA, Fla. (UPI) — The Los Angeles Dodgers give three rookies a chance to prove themselves today against the Chicago White Sox, and it may mean the difference to one or all whether they get a chance to see Chavez Ravine as a player or spectator.

Manager Walt Alston takes a long look at the young men who may be the Don Newcombe, Carl Erskine, Johnny Podres or Don Drysdale of the future.

In today's game, Pete Richert, Jack Smith and Bill Hunter have pitching assignments in an attempt to post the third straight Dodger win. Monday, the Los Angeles crew bounced the Kansas City Athletics, 4-1, at West Palm Beach with a fine performance by pitcher Stan Williams one of the major features.

Williams gave up only five hits and one run in six innings, striking out four. Williams, Podres, Drysdale and Sandy Koufax are the "big four" for the Dodgers, with Manager Alston still shopping for a fifth man in starting rotation.

In Monday's game, Ed Rakow of the Athletics gave his former teammates plenty of trouble for six innings. In fact, the Dodgers were down, 1-0, entering the eighth when Willie and Tom Davis got some fire in the Los Angeles attack.

Fregosi's sock soared skyhigh after he homered and also singled to raise his batting average to .417.

The Angels, with two straight wins after a disastrous road trip to Arizona, now have a 5-5 Cactus League record and face the San Francisco Giants this afternoon and will have another "set-tee" with the Bay Area lads tomorrow at the Polo Grounds.

Today's game was televised live on KHI-TV, channel (9) and Wednesday's game will be taped and aired at 6 p.m. These two games are number four and five to be on TV and the last of the six from the Polo Grounds will be March 29 when the Cleveland Indians play the Angels.

Ted Bowsfield was Rigney's choice on the mound today and tomorrow Ken McBride will be serving 'em up against Willie Mays and company.

Good Pitching

Another reason for manager Rigney to sport a smile after Monday's game was the pitching of Dean Chance and southpaw Jack Spring who limited the Cubs to nine hits while his "halo" sluggers were banging out 11 "bingos."

Lee Thomas, Leon Wagner and Tom Burgess were padding their batting averages along with Fregosi as they each picked up two apiece.

On the Angels "ailing list" were Johnny James, who got a shot of cortisone for his pitching arm, and Earl Averill, who sat on the sidelines due to ear trouble. Averill was slated to start behind the plate in Monday's game, but the ear ailment was bothering too much.

Cut Squad

The Angels reduced their spring roster to 34 yesterday by sending 12 players to their triple A farm clubs.

Pitchers Terry Tackett, Fred Newman, Pat Rogan and Bobby Darwin; infielders Dan Ardell, Dick Ross, and Bob Johnson; and outfielder Dick Simpson were sent to Fullerton, Calif., where the Dallas-Fort Worth team of the American Association is training.

Sent to Hawaii of the Pacific Coast League, training at San Bernardino, Calif., were hurlers George Conrad, Alan Fliccraft and Paul Mosley and catcher Dave Marsden.

Before the opening league game in Chicago April 10, the club must reduce down to 28 players.

All-American

Tom Harmon, one of the greatest football players ever to carry the pigskin, was in the press box Monday and is getting a looksee at Rigney's band of Angels during the three games at the Polo Grounds this week.

RHE

CHICAGO N 010 100 000-2 9 1 ANGELS A 100 103 10x-6 11 0
Lary, Stevens 6, Schandavel 7, and Taylor, Barragan 7. Chance, Spring 6, and Cutright. Winner-Spring. Loser — Stevens, HR-Fregosi.

SURFBOARD CHAMP

Rajah golfer, Justin Lattmat, was low metalist as he toured the course in 77 strokes.

Their next match will be against Coachella here March 31 and will be played at the P.S. Golf Course.

SPORTS in The Sun

BOB ABBEY, SPORTS EDITOR

Page 14 THE DESERT SUN Tuesday, March 20, 1962



NO WONDER Mrs. Herman Winston, above, is flashing such a happy smile. March has been very kind to her. She's captured two tournaments during the month at Bermuda Dunes Country Club—the club's Women's Golf Auxiliary sponsored President's Cup and Women's Golf Championship teefests. Mrs. Winston is pictured with the President's Cup trophy after her name was inscribed under that of Mrs. James Mapes, last year's winner and golf auxiliary chairman.

Salkeld Golf Tourney in Fourth Lap

The LaRena Salkeld Perpetual Trophy golf tournament for members of the Women's Club at the Palm Springs Golf Course is now entering its fourth round of play following recent matches.

Winners who won listed matches and advanced to the fourth round are: Francis Ripley def. June Funch, 7-6; Shirlee Cooper def. Evelyn McFarland, 4-3; Arlene Foldes def. Lee Rondoni, 5-4 and Shirley Kennedy def. Helen Chambers, 3-2.

In the consolation bracket, winners were: Mary Neil def. Elizabeth Courtwright, 4-3; Virginia McLaughlin won by default; Dorothy Baker def. Elaine Hair, 5-4 and Blanche Peek def. Vivian Lefton, 1-up.

MONEYMAKER SCHEMLING

NEW YORK (UPI) — Max Schmeling of Germany made more American dollars than any other foreigner in boxing history. Schmeling is estimated to have earned \$1,640,000.

Islanders In 5-Hour Workout

SAN BERNARDINO, Calif. (UPI) —Aging bonus baby Paul Pettit and former big league hurler Mickey McDermott were linked with Hawaii's spring training camp today.

It was more than a decade ago when Pettit was signed by Pittsburgh for \$100,000 as a pitcher. Now he is a first baseman and the property of Seattle, but has received permission from the club to train with Hawaii.

McDermott sat out most of the 1961 season, but wishes to return to the game as an active player.

The Islanders went through a rigorous five-hour workout Monday. Another 11 players reported in to bring the squad total to 32.



Ross Harrison

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Fifth Annual Junior Tennis Clinic Hailed as Success

The Junior Tennis Clinic held every Saturday from 9:00-11:00 a.m. for boys and girls 9-14 years old, on the high school courts for the past five months, came to a close for this session, Saturday, March 17.

The clinic in its fifth year and one of the largest of its kind in Riverside and San Bernardino counties, had an average attendance of 69 for a total attendance of 1380 children.

Howard Haddock, Recreation and special events director, said this is one of the finest all-around sport programs for boys and girls that this department sponsors.

David Gillam, Racquet Club pro, was the head instructor for the fifth year, and as usual, did an outstanding job. He was assisted by four high school tennis players. Dr. Seamus Noonuan, teacher at Palm Springs high school, contributed tremendously to the overall success of the clinic.

The annual trip to Redlands to play the Redlands junior tennis clinic last Saturday, was cancelled

due to rain. The matches will be resumed next autumn.

The Recreation and special Events department announces that the high school and adult tennis lessons will start in June on the Tamarisk park courts. Complete details will be announced later in the summer program brochure.

"Sand Bowl" Football Game At 29 Palms

A benefit football game known as "The Sand Bowl" will be staged Dec. 15, consisting of two armed service teams, at Twentynine Palms, committee chairman Elbert B. Wynn, announced today.

The pigskin game will be a benefit for disabled veterans and the crippled children hospital and sponsored by the Twentynine Palms VFW Post 4229, the post adjutant also revealed.

NIT Seeded Teams in Cage Action

NEW YORK (UPI) — St. John's and Bradley, two seeded teams, are favored to win tonight and advance into the semifinal of the National Invitation Basketball Tournament at Madison Square Garden.

St. John's is the heavy choice over Holy Cross while Bradley is a slight favorite over Duquesne in quarter-final games. The winners then will meet Thursday night after Dayton plays Loyola of Chicago on the same program.

The Redmen, rated No. 1 in the East, have won the NIT championship three times while the Braves from Peoria, Ill., have captured two titles. Both teams drew first round byes in the current tourney.

St. John's will be out to stop Holy Cross' high-scoring Jack (The Shot) Foley.

PS Indians Golf Team Beats Indio

Members of the Palm Springs high school golf team defeated the Indio Rajahs golf squad in a dual match, 24-6, at the Palm Springs GLF Course for their second victory of the season.

This is the first year in the school's history that the Indians have had a golf team and the six golfers coached by Ray Beezley are, Claude (Butch) Harmon, Craig Harmon, Ricky Guymon, Dick Harmon, Bob McLennon and Tom Bradley.

In their win against the Indio golfers, the Indian linksters won four of their matches and split one. "Butch" Harmon was unable to play, for he was participating in the P.S. Invitational at O'Donnel Golf Club.

Rajah golfer, Justin Lattmat, was low metalist as he toured the course in 77 strokes.

Their next match will be against Coachella here March 31 and will be played at the P.S. Golf Course.

WESTERN WEAR SALE! SALE! SALE!

1/2 PRICE ON MANY ITEMS

FANCY SUITS (Shirts and Pants) Reg. \$49.50	\$24.90
FANCY SUITS (Skirt and Shirt) Reg. \$49.50	\$24.90
FANCY SHIRTS (Embroidery Two-Tone) Blues, Blacks, Tan Reg. \$10.95 and \$12.95	\$6.40

HATS SPECIAL	
STRAWS Reg. \$6.00	\$3.90
AND MANY AT	\$2.95
FELT HATS Reg. \$15.00	\$12.95
CHILDREN'S HATS	\$1.95
MANY, MANY OTHER BARGAINS	

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Everything for the Horse and Rider

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Look for the Big White Horse



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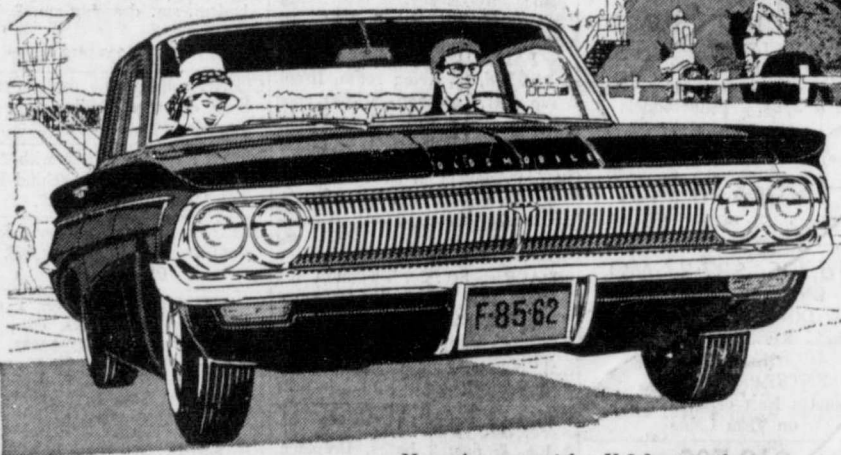
The Dunhill System of blending to suit the individual palate is world famous, more than 35,000 different blends having been prepared over the years. Dunhill My Mixture No. A9666 is particularly recommended for its medium strength, cool smoking and unique aroma. 4 ounce tin, 1.50 8 ounce tin, 3.00

The Dunhill pipe is recognized by smokers everywhere as the world's finest. Each is a superb example of meticulous British craftsmanship. Shape No. 35 is shown. In Bruyere, 28.50 In Shell Briar, 20.00

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Palm Springs Alpine Villager

VOL. 2

Executive Offices and Exclusive Sales Agents:
Alpine Palm Springs Sales, Inc.

MARCH, 1962

3820 E. Colorado Blvd., Pasadena, Calif.
Murray 1-5794 - SFcamore 2-2026

NO. 10

Four Producing Water Wells Brought in at Alpine Village!

BULLETIN

Negotiations are now pending, and contracts are expected to be approved and signed almost immediately, for the installation of electric power at Palm Springs Alpine Village! Power will be furnished by Anza Electric Cooperative of Anza, Calif., and will be extended south of the Palms-to-Pines Highway through Units 1, 2 and 3 of PSAV. This will make electric power available, at low cost, to all property owners who have indicated a desire to build.

Plans Revealed for Opening of 2½-Acre Alpine Corral Parcels in Section 17 of Palm Springs Alpine Village

Plans are now being rushed to completion so that Section 17 of Palm Springs Alpine Village will soon be opened to the public as "Alpine Corral," a 2½-acre parcel to be known as "Alpine Corral."

This new section of PSAV will have special appeal to families with children who enjoy riding, and who appreciate the convenience of stabling their horses right on their own property.



You're
Invited to
FREE
Outdoor
Barbecue
at Village

First in a series of free outdoor barbecues was such a success at Alpine Village that they will be continued throughout the season. Barbecue service will be available from 3:30 p.m. to 7:00 p.m. each Sunday. Free tickets may be obtained by writing Palm Springs Alpine Village, "Alpine Corral."

Gabbert Named Alpine Village Sales Manager

Carlton C. Gabbert, key figure in multi-million land sales with some of the largest land developers in California, has been named executive vice president in charge of sales for Palm Springs Alpine Village.

While vice president and sales manager for the Salton Sea Realty Co., he helped establish a sales volume that is still believed to be an all-time high for current southern California real estate. According to Gabbert, sales topped \$5 million in less than a year and a half. He also figured prominently in the planning of the Palm Springs Yacht Club.

A veteran of World War II, Gabbert lives the year around with his family in the Palm Springs area.



Carlton C. Gabbert

Spring area. He will maintain offices at the development's executive headquarters, 3820 E. Colorado Blvd., Pasadena, Calif.

Speaking of the future of Palm Springs Alpine Village, Gabbert said: "In my opinion, based on my extensive background in real estate development, I believe the future of Palm Springs Alpine Village could have as promising a future as Palm Springs itself, since it offers comparable amenities and conditions, and is in a more desirable location, and a terrain that combines all the beauty and quietude of the mountains with the wild artistry of the desert."

20 ADDITIONAL WELL SITES LOCATED PROMISE 'SURPLUS WATER'



Water supply at PSAV seems to be dramatically demonstrated in this "action" shot showing Developer Sam Sparks (left), and Edmond Wagner, company engineer, holding large hose gushing with water from Well No. 1.

With three water wells already in, officials of Palm Springs Alpine Village announced today that 20 additional well number four has been brought in. Largest of these wells came in in excess of 100 G.P.M. (gallons per minute), and water engineers and consulting geologists for Palm Springs Alpine Village have indicated that these wells, together with proper storage facilities, will provide ample water for the entire Palm Springs Alpine Village development, which now consists of 1,368 parcels.

However, because the Village's latest geology reports also indicate that there is an underground natural water storage basin under lands owned by Alpine Village, it is believed, will also produce potential water-well sites have been located (most of which, if not all), it is believed, will also produce water. These will give this new desert-mountain year-around resort development not only sufficient "storage" water, but an undetermined amount of "surplus" water for future planned development.

Alpine Village to be Featured on TV, RADIO

Beginning Sunday, March 25, 1962, a different aspect of PSAV will be featured each Sunday on KTLA (Channel 5), "Hill Country Guide," popular TV show, aired from 11:30 a.m. to 12:30 p.m., each Sunday over KTLA (Channel 5), with Paul Langford, co-host. The show's radio schedule is also to be launched. Listen for it in your community.

PHONE SERVICE BEING STUDIED

Plans for telephone service are now being studied and seriously considered for telephone service to residents in all three units of PSAV. Some preliminary negotiations are being conducted with the California Telephone Co. for poles that may provide telephone service to PSAV. C.W.A.T. now serves the Idyllwild area.

The Desert Sun

The Desert Empire's Leading Daily Newspaper

Another Big Project Revived

A project first discussed here three decades ago and then practically forgotten at the time of the desert's development, has been revived. The project, known as the "Desert Highway," is a proposed road from the desert to the coast, through the mountains. The project was first discussed in 1929, when it was proposed by the California Highway Commission. The project was then abandoned because of the high cost of the project. The project was revived in 1961, when it was proposed by the California Highway Commission. The project is now being studied by the California Highway Commission. The project is now being studied by the California Highway Commission.

How Close to Palm Springs is Beautiful Palm Springs Alpine Village?



FROM PALM SPRINGS & OTHER DESERT AREAS: Highway 111 through Palm Springs to Palm Desert. Right on Highway 74 to Alpine Village, about 16 miles from junction of 111 and 74, at the Chulet.

Please Fill In, Clip & Mail . . . TODAY!

PALM SPRINGS ALPINE VILLAGE
3820 E. Colorado Blvd., Pasadena, Calif.
Gentlemen Please read details about Alpine Village and
Free Barbecue Tickets to

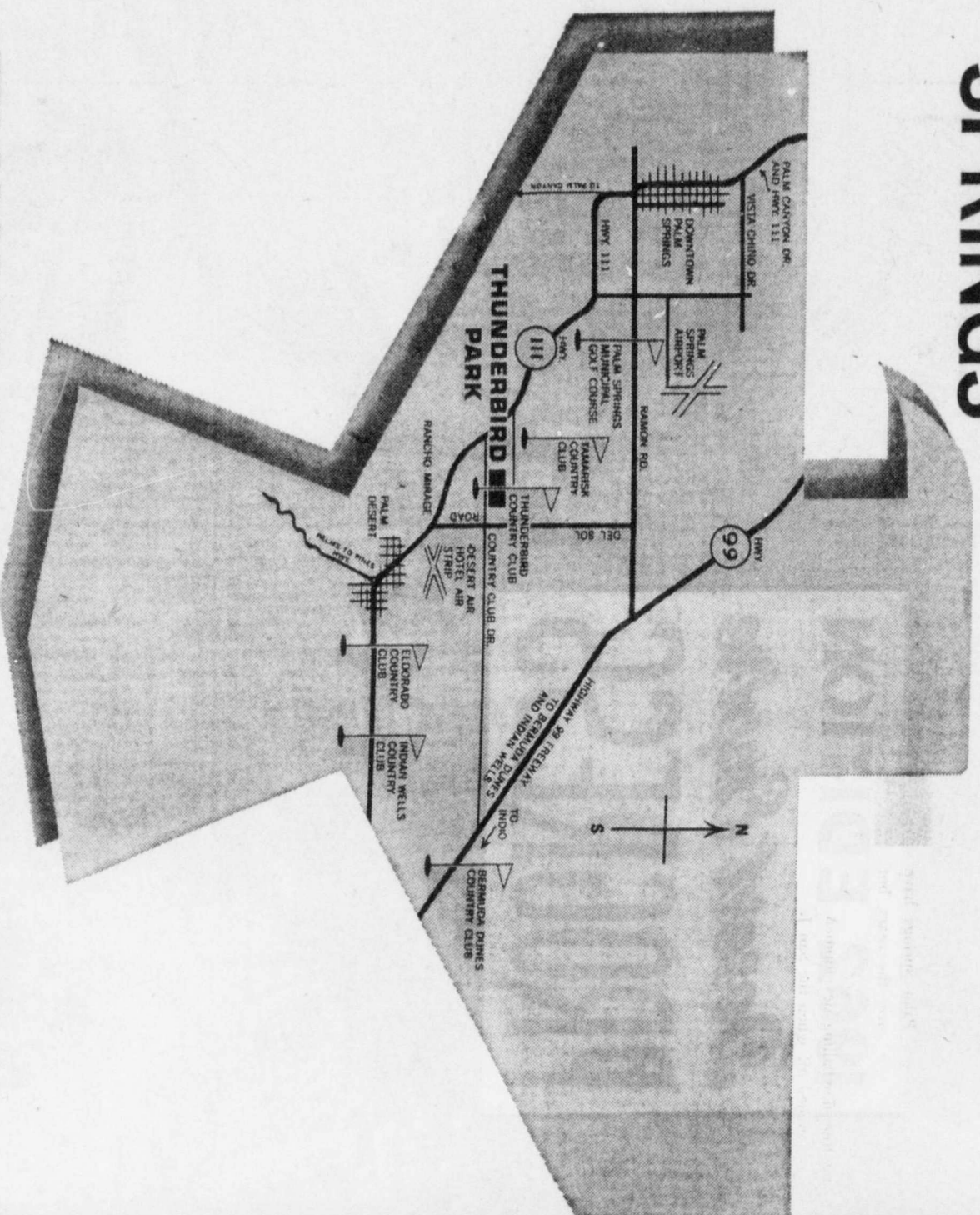
NAME _____
ADDRESS _____
CITY _____
STATE _____
PHONE _____

1962 EDITION Desert Empire PROGRESS

The Desert Sun


TUESDAY, MARCH 20, 1962

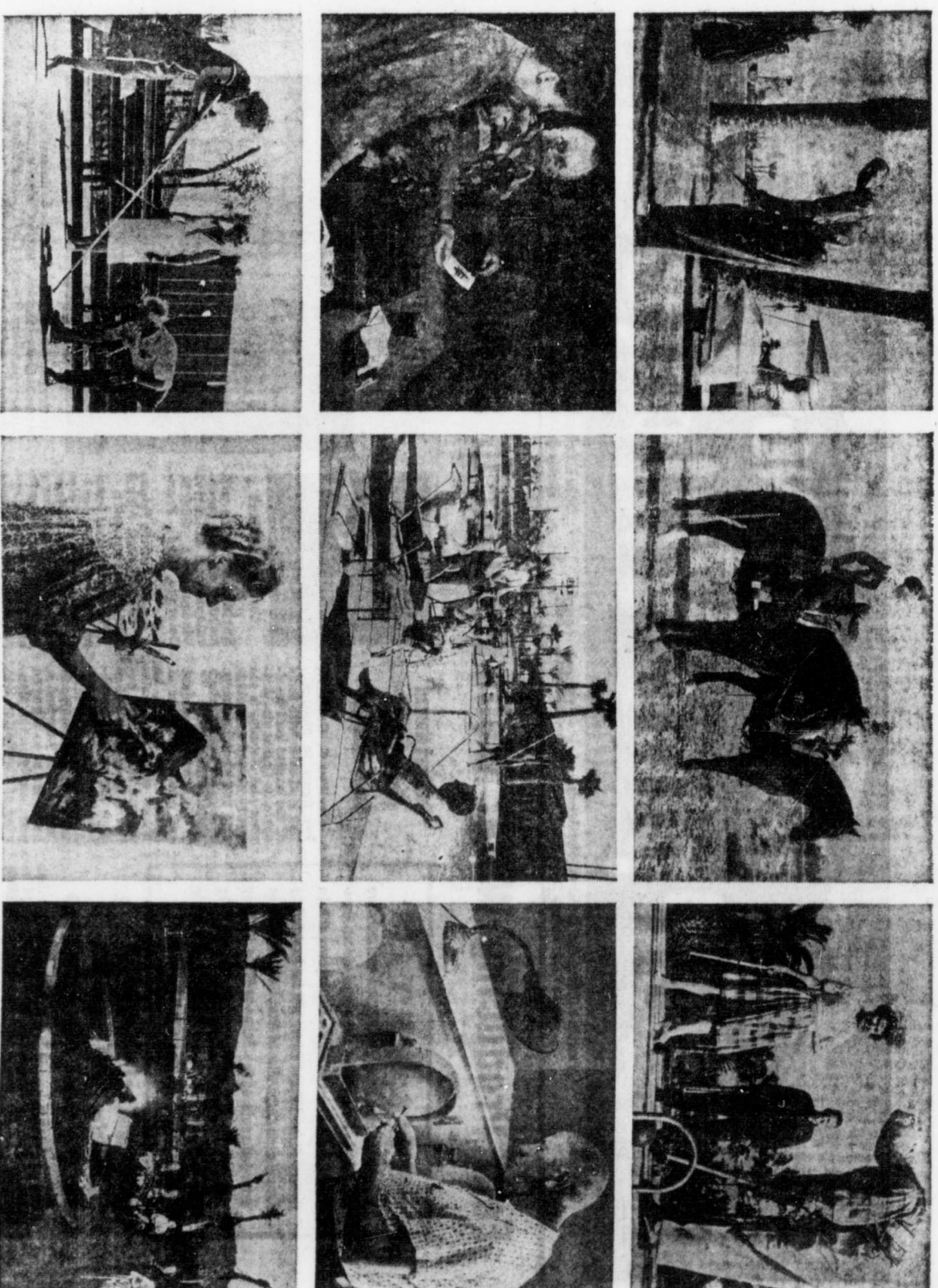
NEW IN PALM SPRINGS



THUNDERBIRD PARK

Air conditioned luxury homes with private pitch and putt greens, one block from Thunderbird Country Club, near twelve other public and private golf courses in sheltered South Palm Springs area. **3 BEDROOM, 2 BATH HOMES • PRICED FROM \$26,500 • \$150 A MONTH** (principal and interest included). Swimming pool (optional), may be included in your 25-year loan. See furnished model homes (open daily including Sunday from 10 AM to 6 PM) while in Palm Springs. SALES AGENTS: KOBLINTZ/DELANCY.

 **PHONE 328-4266**



If you're 50 years or over...
a marvelous new life awaits you at fabulous Palm City!

Move into America's most honored retirement city for as little as \$745 down and just \$99 a month! Take a look at the fun these people are having in fabulous Palm City! Come see it for yourself! Make it your marvelous new way of life! Bring your golf clubs, your square dancing togs, casual clothes, swim suits and sweaters, too... for, from morning to night, there's always something exciting to do!

Planned just for you... Palm City is situated in California's gorgeous Palm Springs - Palm Desert area where the weather is wonderful, the surroundings delightful. It's a city specifically planned by nationally renowned builder Neils Severin to give senior citizens all the recreational and creative activity they've always longed for. And, because it is so spacious and carefully designed, it will never be overcrowded.

It's a city of lovely homes and apartments built country-club fashion around an 18-hole golf course... and just steps away are heated swimming pools, shuffleboard, horseshoes, tennis and putting parties, dances, all kinds of community fun are frequent occurrences. It will have an arts and crafts center where you can ply your hobbies to your heart's content. For everyday living needs, there's a convenient shopping center and medical-dental clinic... churches nearby. And, to make your life especially happy and satisfying at Palm City, you have people your own age to share your enjoyment of this marvelous new way of life.

Winner of 6 national awards, Palm City is the most honored retirement community in the United States. It recently received Look magazine's

clive out and see how your retirement life can be more fun!

special award trophy for excellence in retirement homes. American Builder magazine's special mention for excellence and three other awards from the Journal of Homebuilding magazine.

Think of it... a beautiful award-winning home for as little as \$745 down on an FHA loan and \$99 a month (includes payment on principal, interest, taxes, mortgage and fire insurance). Also included in the price of your home or lovely own-your-own apartment is refrigerated air conditioning, wall-to-wall carpeting, built-in electric range and oven... and eligibility for all recreational facilities.

Drive out this weekend... choose your home or apartment in Palm City... and start having more fun than you've ever had! Yes, if you're 50 years or over (spouse of any age), Palm City is the place for you! For more complete details of this marvelous new active-retirement life, write for a free 24-page full-color brochure. Just send your request to: Palm City, Department T, Box 338, Palm Desert, California.

Beautiful Homes from \$12,995
Own-Your-Own Apartments from \$12,500



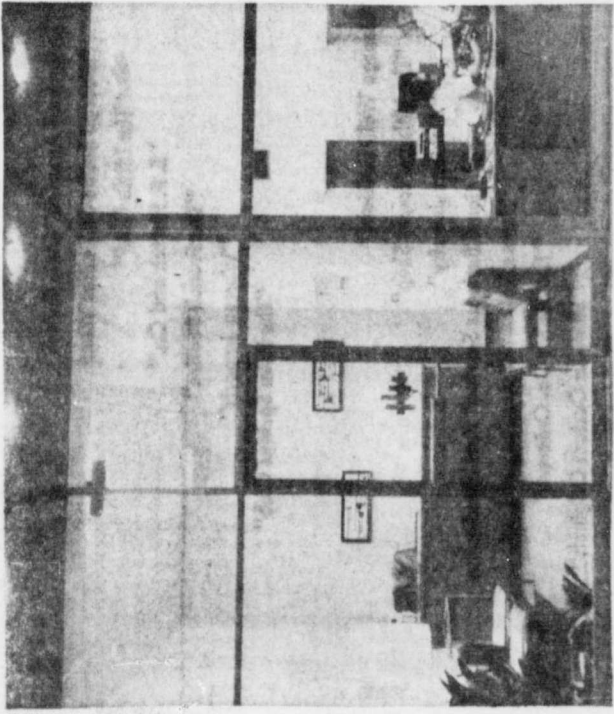
STATION ON THE MOVE...

• NEW STUDIOS • NEW SOUND • FASTER NEWS COVERAGE
AND COMPLETE MOBILITY FOR SPECIAL EVENTS PUTS
KDES FIRST!

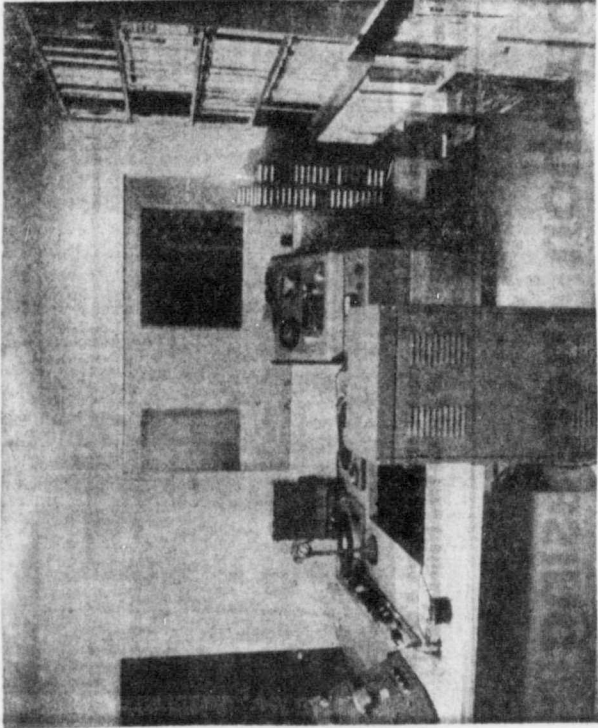
"Truly The Voice Of The Desert Empire"
AND COMING SOON

FM

A "SYMPHONY OF SOUND"
FOR YOUR LISTENING PLEASURE

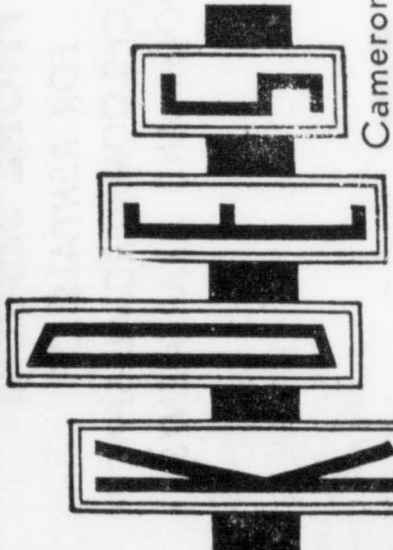
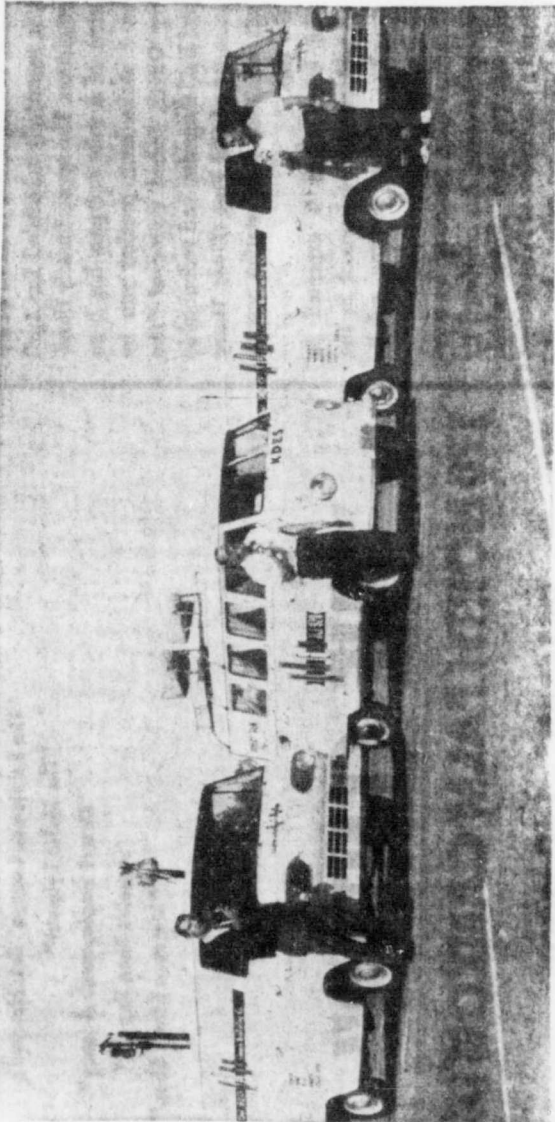


ABOVE—KDES reception room on the left, with traffic department to the rear. On right is AM control room featuring the very latest in technical equipment, including cartridge automatic tape machines, console, turntables and tape recorders.
RIGHT—The KDES production department is designed to facilitate any production required. Features: tape recorders, automatic cartridge tape production equipment, record cutter and a large selection of recorded music.
BELOW—KDES mobile news special events fleet of 3 units covers news as it is happening, plus special features including sporting events.



The Fastest Growing Station In The Coachella Valley

- ★ FIRST IN SPORTS
- ★ FIRST IN NEWS
- ★ FIRST IN MUSIC



dial 920

Cameron Broadcasting Company

611 SO. PALM CANYON DRIVE

"Communications Center"

IN THE SUN CENTER

Projects Top \$200 Million

Building Booms With Start on Aerial Tramway

Progress and Palm Springs have been synonymous over the years, but the term progress falls short of describing the snowballing development that was touched off when the San Jacinto Aerial Tramway got the green light last summer.

Building projects started during the last year and those planned for early construction (mostly announced in recent weeks today total more than \$200 million.

These, starting with the \$7.5 million tramway on which the work is under way, include the \$150 million Thunderbird Riviera development announced 10 days ago, the \$25 Million Eldorado West, Canyon Country Club at \$50 million (first unit of which opened Jan. 1), the \$2.5 million Spa Hotel announced this week and the \$4.5 College of the Desert campus, scheduled to open next fall.

Augmenting these fabulous totals are the \$10,345,529 figure for building permits, mostly residential in the city of Palm Springs and another \$15 million worth of homes, apartments and commercial buildings on which permits were issued in the surrounding county area.

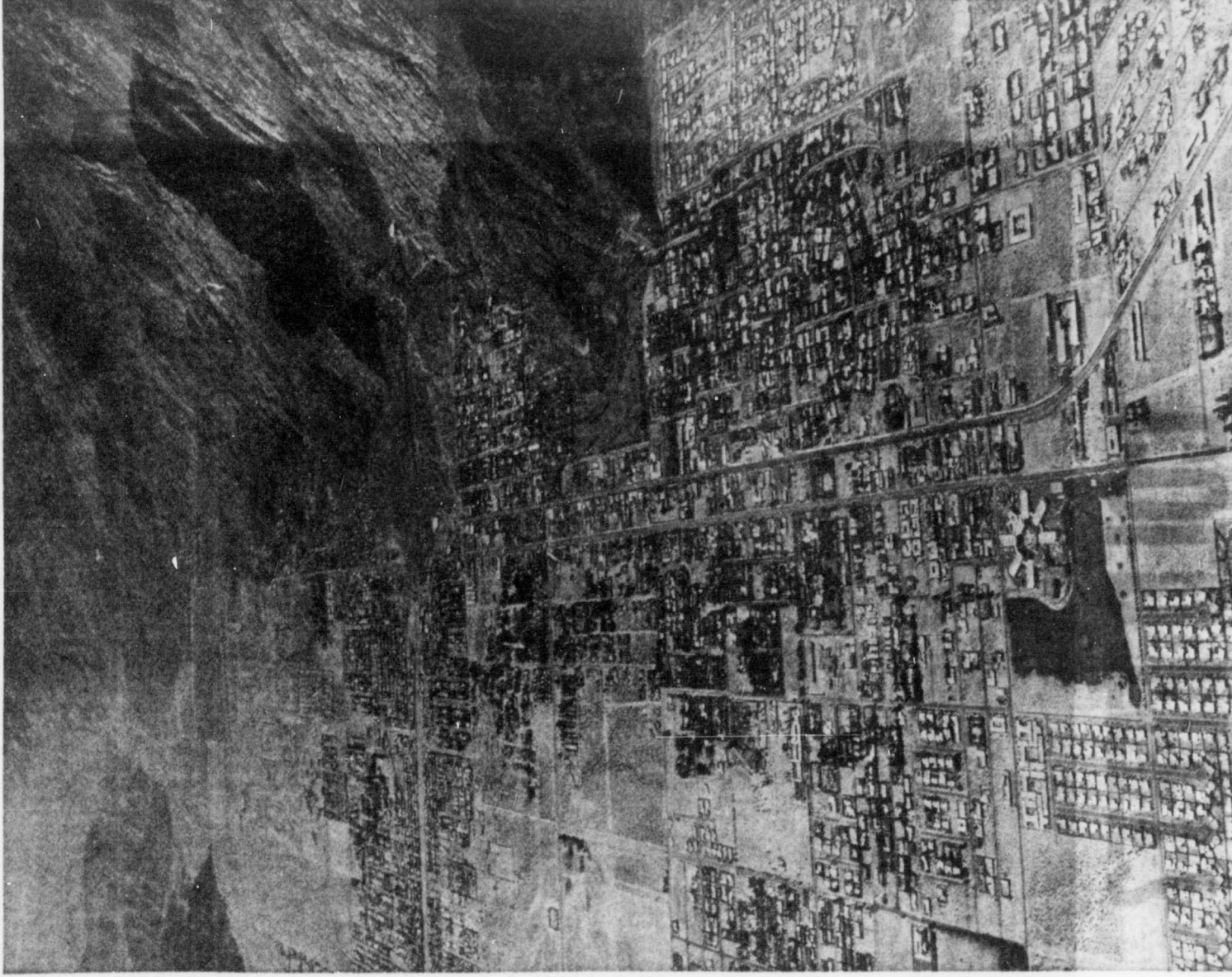
And those totals do not include the valuations of a number of major projects that were completed in recent months, such as the completely new Holiday Inn and Trinidad Hotel in Palm Springs, plus the million dollars worth of new rooms added at the Palm Springs Riviera — with other additions pending such as at Sands Hotel and similar establishments.

Underlying desert area progress are figures just released by the Palm Springs City Building Department. These show that housing available within the city today is just 46 dwelling units below the total population figure given for Palm Springs following the 1960 census.

Applying the lowest occupancy factor found in the state, 2.54 persons per housing unit, this would put 34,091 residents in the city. (We already know it's much higher than that in winter and probably below that in summer. A new census survey today is under way.)

Whether all of that \$200 million worth of development projects reach fulfillment or not, all of us are reasonably certain that the coming months will bring a booming expansion to the Desert Empire.

And this confidence was backed up in financial offices across the nation last summer when the revenue bonds to finance the tramway to the top of Mt. San Jacinto were offered



TWO OF THE BUSIEST streets in the Desert Empire, Palm Canyon Drive and Indian Ave. in "The Village" of Palm Springs appear slightly off the vehicle up the center of this aerial photo. Here is the heart of America's most famous desert resort area that today is famed as the "Winter Golf Capital of the World." The "cart-wheel" at bottom center is the Palm Springs Riviera Hotel, just south of Chino Canyon where the Mt. San Jacinto Aerial Tramway today is under construction. This project has keyed a building boom of major proportions.

for sale. Investors snapped up the bonds — which cannot pay out unless somewhere near 600,000 visitors ride up the mountain in each of the next 20 years.

As of today it appears that 600,000 additional visitors a year is the minimum for which we should plan our expansions.

It's quite certain that if there are 600,000 tourists who come to the bottom of the tram and look up, there'll be quite a number who can't quite find the fortitude to ride to the top of healthy growth.

But while the bigger projects command the most attention, it is in the vast number of smaller developments that we find the true indications of health growth.

A prime example of this was the director of finance, points out that at

though building totals during 1961 dropped below 1960 by about \$8 million, other municipal statistics indicate solid progress during that "recession year."

Langford points out that sales tax collectors for fiscal 1961 totaled \$444,494, indicating sales in excess of \$44 million in the city and a gain over the preceding year's \$442,174. This gain, Langford emphasized, was recorded during a period when other California cities were recording losses of 15 per cent or more.

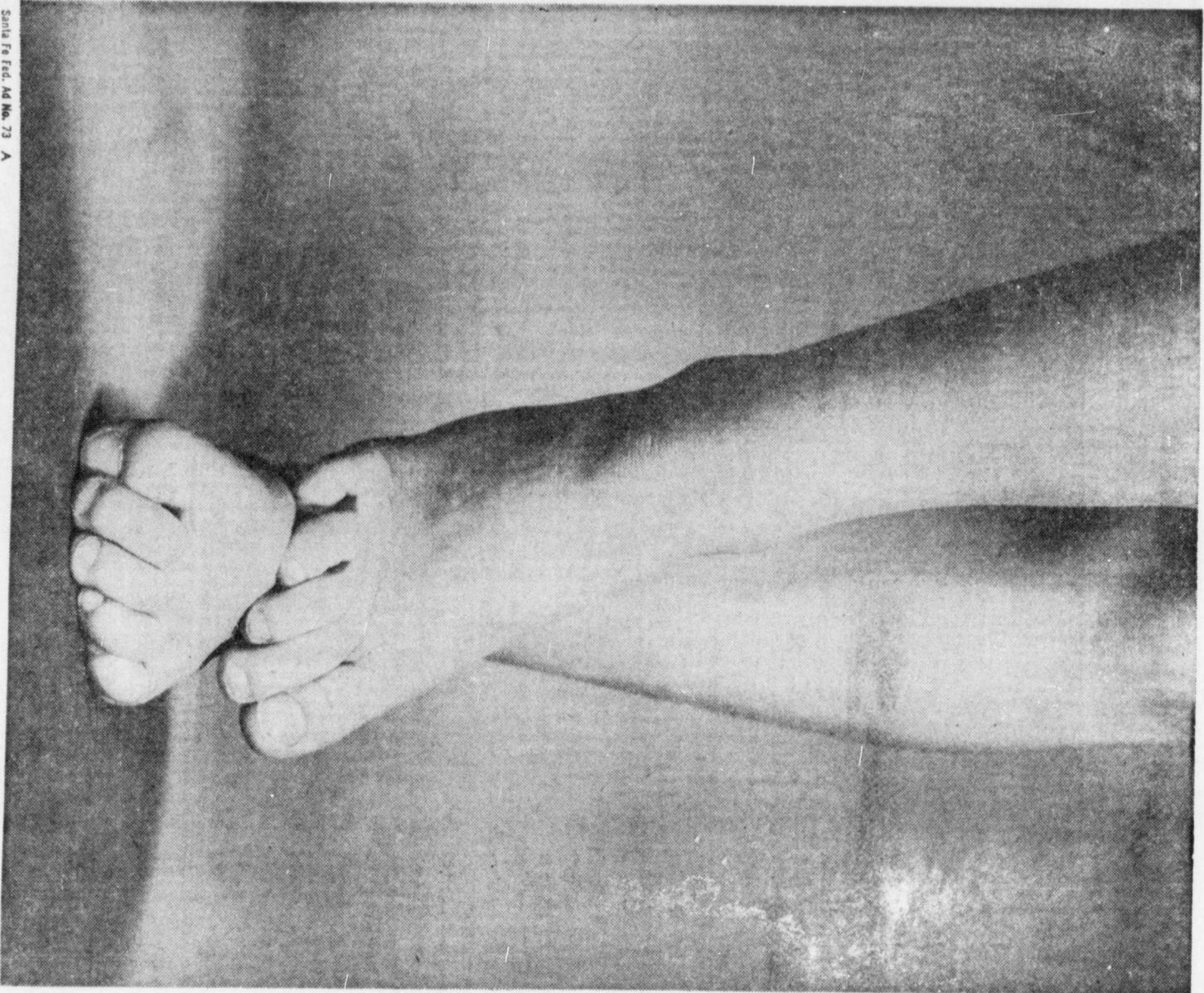
Another index of solid gain cited by Langford was a comparison of tax evaluations in the city, \$76,352,190 for the current year compared to \$71,153,620, a gain of more than \$5 million at an estimated 25 per cent of true market value.

construction of a new plant, complete with facilities that tripled the production capacity of your Desert Sun, the Desert Empire's leading daily newspaper.

While the new building that houses The Desert Sun, together with Cameron Radio Station KDES and three other firms, along with equipment and furnishing involve investments totaling only about a million dollars, they are indicative of a trend throughout the resort area.

This is the constant planning and building for a bigger and better desert resort area, and expansion of its attractions to embrace all 12 months of the year rather than just the fall, winter and spring.

Shelby Langford, Palm Springs' director of finance, points out that at



Santa Fe Fed. Ad No. 73 A

GOLD FEET?

... about getting a home loan? Of course not! Not when you walk in or call any office of Santa Fe Federal.

It's so easy. We make loan commitments within 24 hours. We explain all charges and fees. Our staff is well trained, friendly and efficient. If you want to buy, build, remodel or refinance a home — come on in!

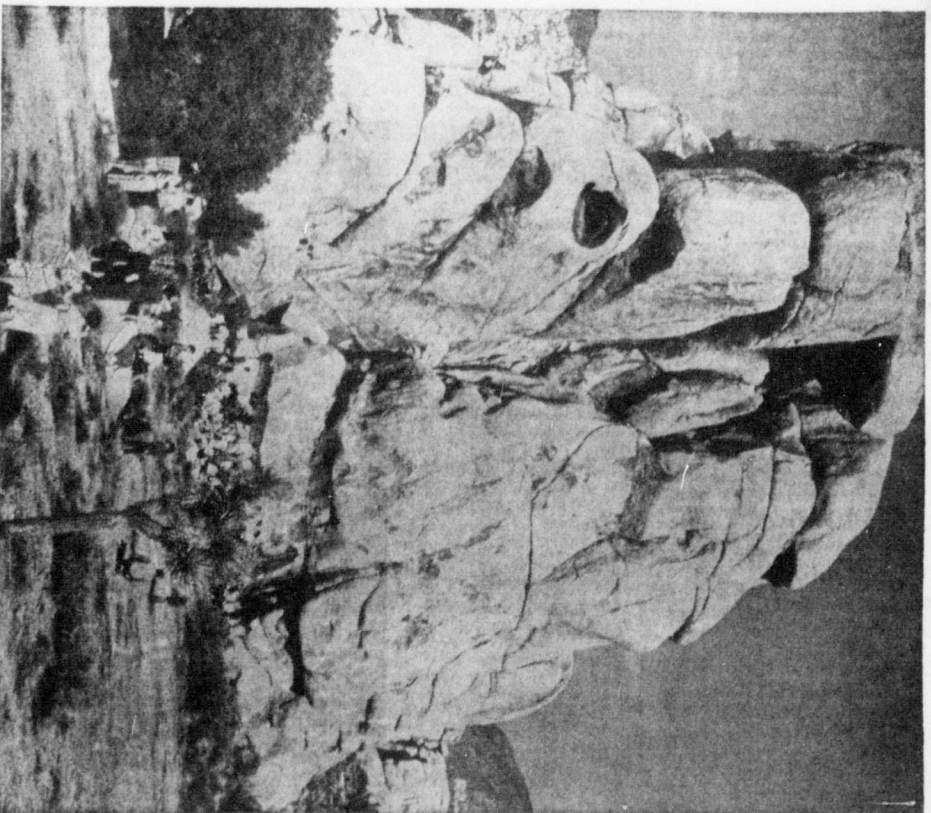
Santa Fe Federal Savings AND LOAN ASSOCIATION

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Palm Springs 324-2921

Open 9-4 Monday through Friday
Main Office — San Bernardino

MAKING HOME LOANS IN THE SAN BERNARDINO AREA FOR OVER 72 YEARS



MUSIC AND ART get special attention in the desert area. Here are a group of young people gathering at mammoth rock at Joshua Tree National Monument where music festivals are regularly held.

Population Increasing

(Continued from Page 26)

luxury home development and the La Quinta Country Club and Hotel, plus the posh Desert Club, has been visited by key state and national figures in the past year. It has been a vacation site for Gov. Edmund G. Brown, and is the former desert home of President Eisenhower.

Desert Hot Springs, with an estimated increase of 300 persons in the past year, has been the scene of continued residential building. Noted for its mineral bath hotels and public hot pools, Desert Hot Springs is now the site of scenic residential developments in the west side of the town and in the rolling eastern highlands.

Development of the town is paced by the Desert Hot Springs County Water District, formed in an election nine years ago. The district, headed by Stone Wright, Jr., president of the board, now serves 1,224 customers, and has 2 million gallons of storage capacity. During the past year, annexations and installation of asbestos concrete pipe raised the total of the asbestos pipe installed to 10 miles.

In North Palm Springs, the Chamber of Commerce has led community advancement programs during the past year. Realty development has been a major community consideration since an incorporation attempt early last year. The community is centered on Indian Avenue and Dillon Road.

The communities of Garnet and Whitewater — once on old Highway 99 — still serve tourists on off-highway locations.

Prime news in Thousand Palms this year is the new Ramon Road overpass which will hop traffic over busy Highway 99 to this quiet des-

ert community. The overpass, constructed by the E. L. Yeager Construction Co. for a bid price of \$728,000, is tentatively scheduled for April 5 completion. The approximately three-quarters of a mile overpass has been given a shake-down preview run by Harry Oliver, famed editor of "The Desert Rat" magazine and redoubtable commander of Old Fort Oliver. Harry rebuilt his 1929 Ford station wagon for the trip.

The easy access is expected to speed real estate development in the community. A new housing subdivision is now in progress.

Cathedral City, protected by curving mountain crests, has continued its growth up the high slopes, which command a broad view of Palm Springs and the Whitewater valley. An estimated 600 new residents have made their homes in the community within the past year. The growth has been reflected by an 11 per cent increase in postal receipts since February 1961.

New residents have spurred plans for construction of 70 new houses in Cathedral City this year. The active Chamber of Commerce, which backed an unsuccessful incorporation bid has accelerated promotional activities with sponsorship of the town's first parade and first promotional newspaper.

The parade, held in conjunction with The Cactus Jumpers jamboree, was a solid success, chamber president Mrs. Dorothy Sippy announced. The paper — the Cathedral City Chronicle — was published for distribution in northern California, Oregon, and Washington.

THE "Prestige"

ADDRESS IN THE DESERT

- "The Bank of America" Main Branch
- "George Beebe Jr. Ladies Wear
- "The Little Chef"
- "E. F. Hutton and Co."
- "The French Bootique"
- "Warren Imports"
- "The Palm Springs Club"
- "George Weill Fashions"
- "The Village Flower Shop"
- "Alchians Jewelry"
- "National Business Service" Paul Needleman
- "James Hollowell" Attorney at Law
- "The Santos Co. Caterers"
- "Sheri-Lu Custom Originals"
- "LeMonde Arts"
- "The Town and Country Restaurant"
- "Rita's Center Beauty Salon"
- "Visser Engineering Co."
- "The Palm Springs Guide" Bill Fadden
- "The Desert Auto Supply Co."
- "The Center Rooms and Apartments"
- "The Sportsman Lounge" Bob Howard's
- "The Hotel Belmont"
- "Desert Employment Agency"
- "Arnolds Shoe Repair"
- "Monroes Men's Shop"

"THE CENTER"

170 NORTH PALM CANYON DR.

PHONE 325-2085

FOR RENTALS OF
OFFICES-COMMERCIAL SPACE
ROOMS AND APARTMENTS

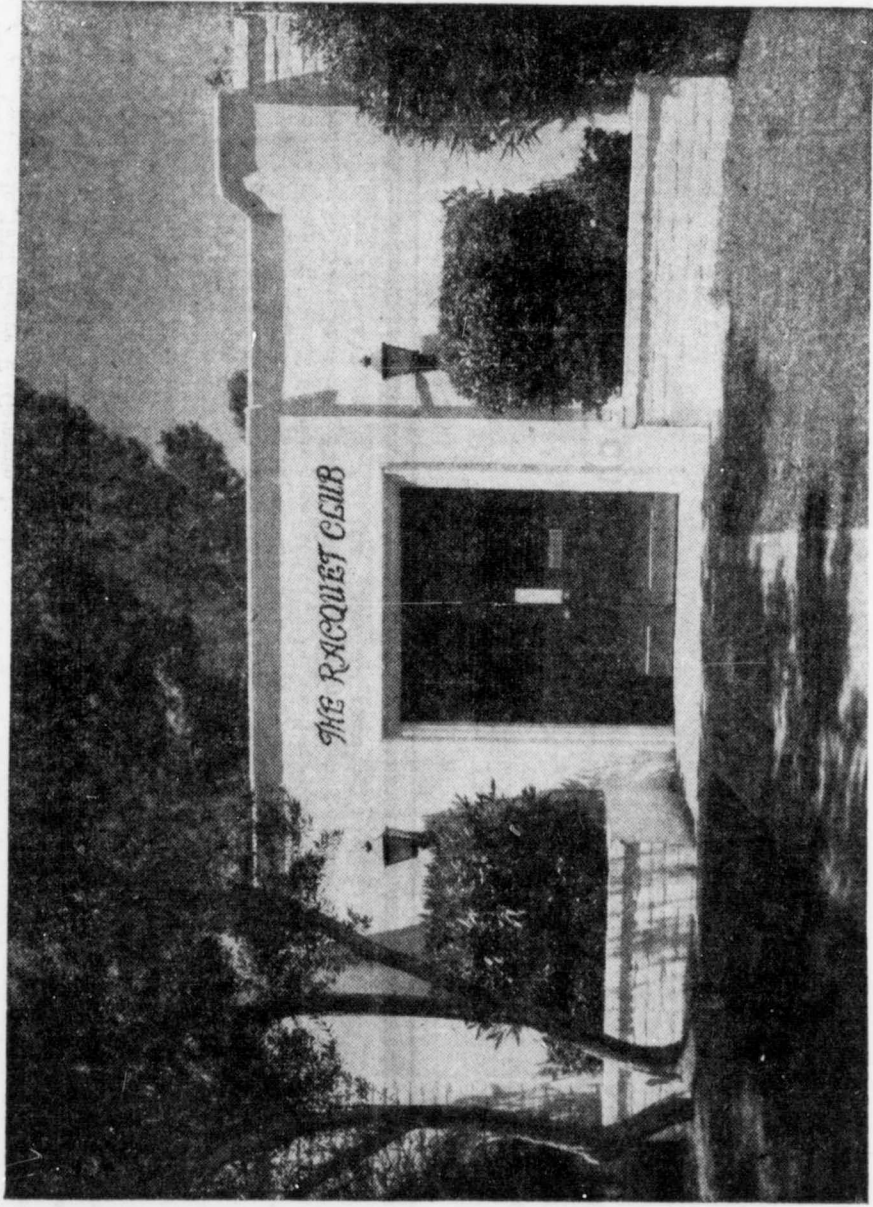
IN THE



OF THE BUSINESS DISTRICT

...faithfully clinging
to 27 years of a traditional
way of life

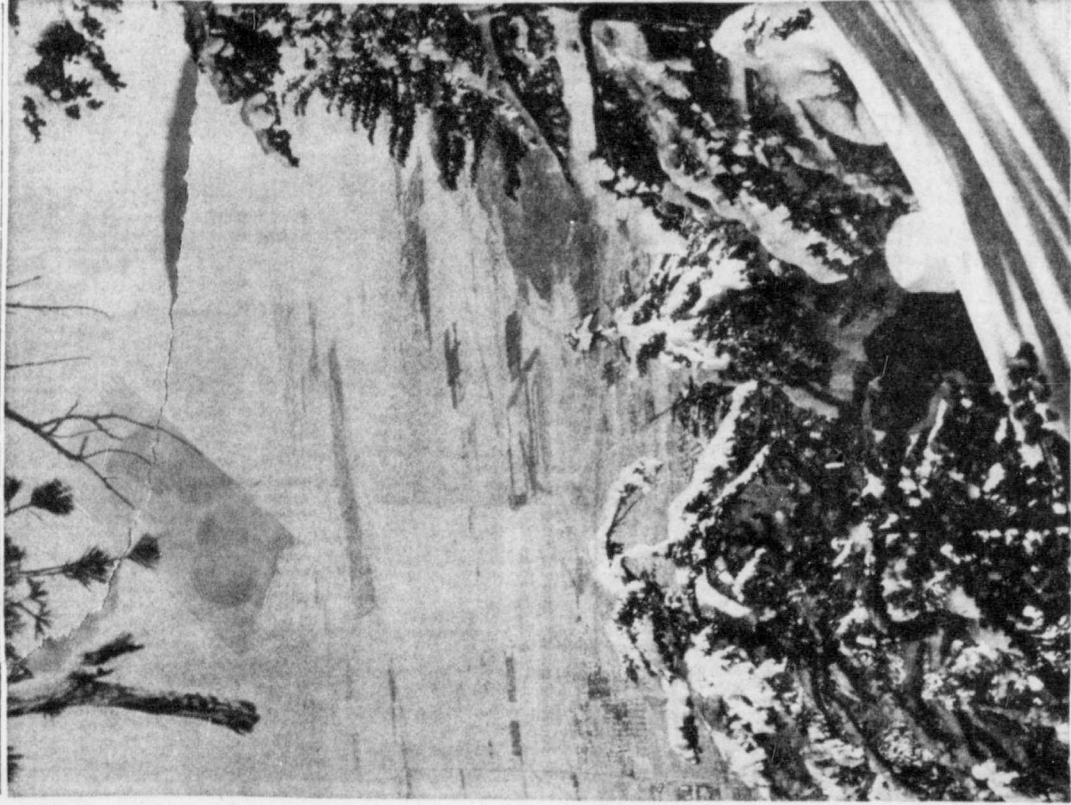
yet...keeping up with
the demands of an ever growing
resort community



CHARLIE FARRELL and the RACQUET CLUB

Board of Directors

The Directors...
CHARLES FARRELL
ROBERT S. MORTON
JOHN D. MURCHISON
PAUL TROUSDALE
PAUL MACNAMARA
SHERMAN HULL



SNOW COVERED site near the mountain station of the new Aerial Tramway looks down on Palm Springs and the valley floor. Road along left side of picture is Ramon. Over seven feet of snow was recorded this winter at the mountain station, which will be the terminal for the Tramway. (For story on Tram, see page 111).

The Water Sports Capital of the West is— THE Riviera at SALTON CITY on the Wonderful Salton Sea

Facts About the Beautiful Salton Sea

SIZE: Largest body of water in California, 34 miles long, almost twice the size of Lake Tahoe... and expected to be the biggest inland water resort center in the West!



BOATING: World-famous for speed boat records and the annual SALTON CITY 500 MILE RACES. Superb family cruising! Two large, fully-equipped marinas at Salton City can launch 200 boats an hour!



FISHING: It's the greatest! Three million fighting Corvina and Sargo through the Sea. The Corvina, cousin of the ocean bass, grows to 30 pounds! The Sargo, a perch, reaches 6 pounds. Fish all year round!



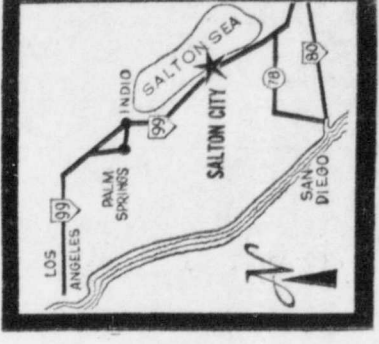
SWIMMING: Sandy beaches abound at Salton City. No tides, no dangerous fish, no heavy surf! Salton City also boasts a 5 1/2 acre protected swimming marina — no power boats permitted! Forget towels, dry yourself in desert sun!

WIN \$20,000 HOME and LOT FREE!!!

NOTHING TO BUY! The new developers of The Riviera will giveaway a home and lot — BOTH FREE AND CLEAR — to the winner of a drawing to be held July 4. Send for YOUR entry blank.

"HOME OF THE SALTON 500 MILER"

A new resort city is being built on the western shore of the Salton Sea. Already, the Riviera has 7,000 property owners... fresh water is brought to the tap of every home and business... new beautiful homes and businesses... hundreds of miles of roads... 6 miles of residential waterfront property on wide, new canals... a \$600,000 Yacht Club. But... come and marvel for yourself!



The Riviera is just a short drive from Palm Springs. Take Highway 111 to its junction with Highway 99 in Indio, then follow 99 all the way to The Riviera at Salton City.

THE RIVIERA

Holly Corporation, Land Development Division
Executive Offices: 1111 W. FOOTHILL BLVD.
AZUSA CALIF. EDgewood 4-4241

DINE AT the West Side of THE SEA
HWY. 99



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and
SCANDINAVIAN CUISINE
ENTERTAINMENT
Friday and Saturday

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Two Cocktail Bars

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FRED LARSEN MGR. • OPEN TO THE PUBLIC

Business Is Booming

In Cities of Desert

Business is booming on the desert, not only in increased volume, but in the number of businesses — up by over one-third in a five-year period.

From January 1957 to the same month this year the number of businesses in Coachella Valley communities leaped from 839 to 1,139 — that's 300, or over 60 per year.

Community increases, with 1957 then 1962 figures shown, followed by percentage of increase, are:

Cathedral City, 55, 89, 4.7; Coachella, 59, 89, 4.7; Desert Hot Springs, 35, 43, 22.8; Indio, 232, 306, 31.9; La Quinta, 2, 8, 300; Mecca, 18, 125; Palm Desert, 26, 74, 184.6; Palm Springs, 26, 74, 184.6; Rancho Mirage, 10, 27, 339, 425, 25.3; Thermal, 37, 47, 27; Thousand Palms, 4, 8, 100; Whitewater, 2, 5, 150.

LOOKING BACK TO 1930, we find a cactus garden on property adjacent to Palm Springs' El Mirador Hotel. The cactus were replaced by buildings years ago.



Announcing Camelot

For Happy Ever Aftering



Within a wall-enclosed residential park there will be complete privacy and seclusion in a tree-studded acreage affording a romantic and picturesque setting for your custom-styled home... within the walls all utilities will be underground, the avenues and walks paved... the beauty of the entire terrain will be ever protected by a community association... the 35 acres comprising CAMELOT are a part of Indio, at the very core of the select suburban area at Milles and Montrose.

Owned and being Developed by the Stockholders of
PEARSON MORTGAGE COMPANY
and to be offered through
JOE PENCE, REALTOR
45-370 Jackson St., Indio
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Companion Companies Specializing in Escrows, General Insurance and Mortgage Finance

INDIO	PALM DESERT	PALM SPRINGS	BANNING	HEMET
82-530 Hiway 111	73-705 Hiway 111	533 So. Palm Canyon Dr.	647 West Ramsey	407 East Latham
Phone DI 7-2384	Phone FI 6-1111	Phone 325-5027	Phone VI 9-4088	Phone 658-7267

Plant, Presses Pace Area Growth

(Continued from Page 34)
a threat to uninterrupted publication ended.

After the death of Harvey Johnson, Carl Barkow took over the sole job of "getting out" The Sun. His son, Harold, and daughter-in-law Marcella, comprised the editorial, advertising and business staff here.

Staff Grows by One

In the mid-30s, The Sun branched out — it added an editor, Roy Medley, from The San Francisco Chronicle. In 1942 Medley decided to go on his own and leased a five-year-old opposition paper and R.F. Graettinger became editor. There was third newspaper, The News, a November to May weekly.

It folded and was absorbed by The Limelight in 1943.

The Sun, with its unchanging policy of all of the news of the Desert Empire presented in an unbiased way and plugging steadily for improvements it deemed best for Palm Springs soon became the leading newspaper and a few years later absorbed the Limelight News.

In the meantime, it enlarged its office staff, mapped plans for a new building in the center and costly equipment.

Almost Homeless

There was another brief flurry of improvising when The Sun, then a semi-weekly to meet the city's growth, was almost homeless. Its new build-

ing was not finished and the lease on the quarters it had acquired ran out. But The Sun did not miss an issue, twice a week.

In the late 40s, Oliver B. Jaynes bought an interest in The Sun. It moved into a building in The Center, designed and equipped for a newspaper. The steady growth picked up speed and more equipment and employees were added. The new building, once deemed much too large became overcrowded and more room was acquired.

The circulation of The Sun mounted so rapidly that old press became outmoded and a new one was purchased. Jaynes bought out the interests of Barkow and later Ward J. Rivold became a partner in The Sun.

Daily is Started

The growth of Palm Springs and The Sun continued to accelerate and there was talk of becoming a daily. In 1955 George E. Cameron Jr., became a partner with Jaynes and Rivold and in 1956, The Sun became a daily newspaper, installing a fast 16-page press and adding type-setting equipment and more employees. The Sun's payroll became one of the largest in the city.

The Cameron Broadcasting Company was formed and Radio XDES shared the Sun's building. It, too, has grown rapidly and the newspaper and radio keep the Desert Empire completely informed.

Jaynes retired from The Sun in 1957 and Rivold in 1960. Carl W. Schooss became vice-president and publisher.

Knudson Takes Over
Graettinger had retired as managing editor in 1957, succeeded by Don Knudson. In 1961, Jack Knudson became managing editor and assembled an efficient staff to handle the news of Palm Springs, plus correspondents to cover all facets of Desert Empire activities.

A few weeks ago, The Desert Sun made its latest move, necessitated by its steady growth. It moved into its new home at 611 South Palm Canyon Drive and added much new equipment at a great cost to better serve its rapidly-growing community.

From a press capable of four pages once a week to one which can handle 48 pages in much less time from one part-time linotype to four, twice as fast, working steadily six days a week, with a fifth on order, from a one-man news staff 20 years ago to more than a dozen now, to a circulation of 10,600 from less than 300 in 1927, from a single room to a building covering almost a city block, from a total personnel of seven to more than 70. That's the material side to the story of The Desert Sun.

Its Goal Undchanged
In another way, there is no change in the story of The Sun. Its steadfast stand for what it believes

the best for Palm Springs and the Desert Empire is the same as it was in 1927.

The Sun and Palm Springs have grown together. The Sun's program is based on the confidence that Palm Springs and the Desert Empire will continue this great growth. Its new building and equipment were designed in that faith.

The Desert Sun of today has provided for the Palm Springs of tomorrow. Its physical plant and its thinking are geared on the future. It is prepared to meet it.

Credits

This special edition of The Desert Sun contains photos obtained from the Palm Springs and Twentynine Palms Chambers of Commerce in addition to staff photographs and work by Alex Morrison, Milt Jones, Don Ollis and George Aquino.

Editorial makeup was by Jack Knudson, John Hunter and Gene Johnson. The front cover, designed by Publisher Carl W. Schooss, pictures Shirley (Mrs. Cliff W.) Brown and her son, Rusty, 6.

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Palm Valley Educational Foundation

PRIVATE CO-EDUCATIONAL DAY SCHOOL

Grades 1 Through 12

Fully Accredited • College Preparatory • General Courses

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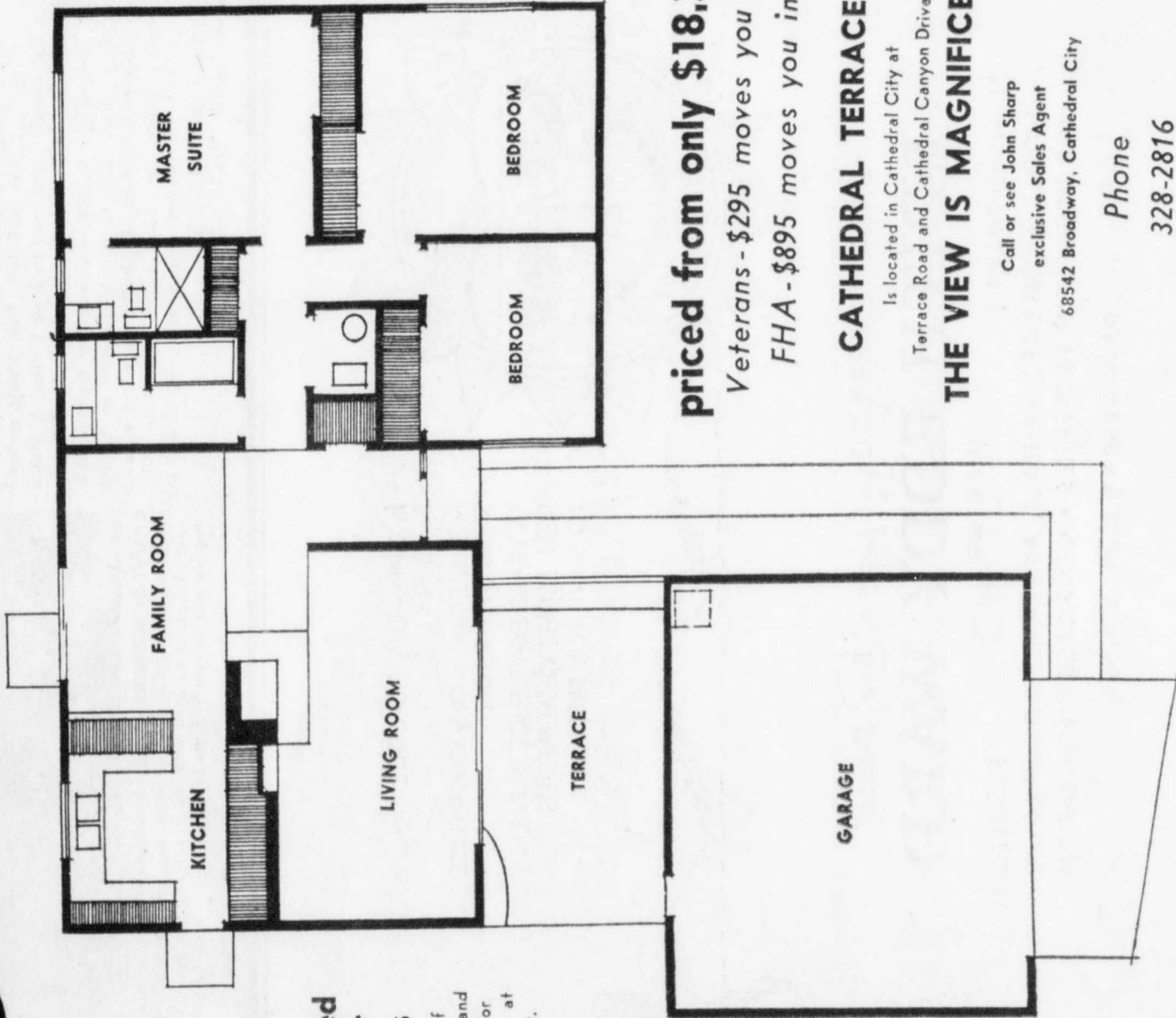
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6 different 3 and 4 bedroom,
2 bath, family room plans
to choose from



balanced power homes

The best of
modern gas and
electricity for
easier living at
lower cost.

priced from only \$18,350

Veterans - \$295 moves you in.

FHA - \$895 moves you in.

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Is located in Cathedral City at
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THE VIEW IS MAGNIFICENT

Call or see John Sharp
exclusive Sales Agent

68542 Broadway, Cathedral City

Phone

328-2816

Not Only Crops Grow in Valley

Desert Area Shows Gains on
Commercial, Industrial Fronts

All the growing in the agricultural section of Coachella Valley has not been in crops and kids. Its principal community is growing, too.

Indio, at the center of the of date and grape growing area, has continued to push upward in population, numbers of businesses, improved facilities, most of the things which make a community a better place in which to live.

Indio's population has jumped a full 100 per cent in the past 10 years — it is 10,200 now. In the past five years, its number of businesses has leaped by nearly one-third to 306. In the past year, it has added such new facilities as a beautiful chamber of commerce building, the start of a new subdivisions and apartments and new shopping facilities.

The famous Riverside County Fair and National Date Festival grounds furnish the site for two of the city's most striking new additions. There, the chamber of commerce building — one of the most modern of its kind in the West — and the new Caravansary restaurant have been erected.

The latter has particular signifi-

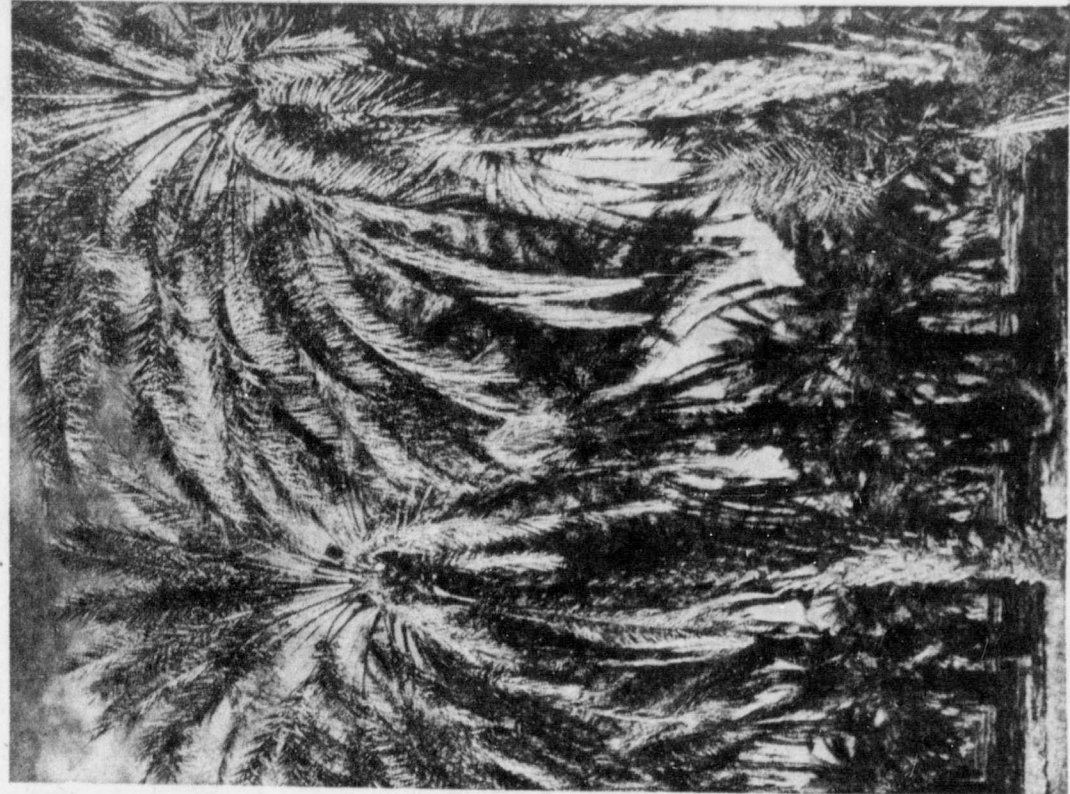
gance for the community, since it makes possible large conventions in the city, and arrangements already have been completed to bring the Desert Belt Bowling Tournament to Indio in 1963 — some 3,000 persons expected.

In the way of shopping facilities, 1961 saw a new Mayfair Market and a new Alpha Beta market completed and plans laid for a large and modern shopping center for north Indio.

In all, building permits — 350 of them — were issued for \$3,498,100 in the city.

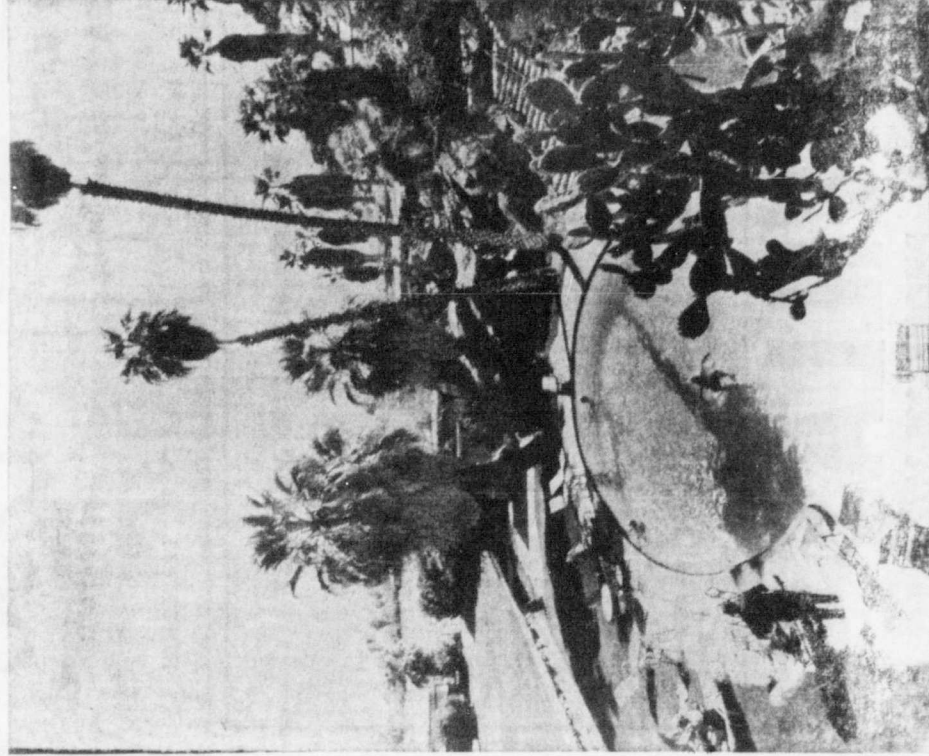
And the area has reason to expect a new impetus to its steady growth—industry. Development of a huge, new industrial park at Thermal, south of Indio, has been announced. Wilson and Co. will build a \$1,500,000 abattoir on the property to start the ball rolling for what Coachella Valley residents hope will be a new factor in the basic economy of agriculture and tourism.

When the citizens of the Valley say, "we're growing," they don't mean only asparagus.



EXOTIC dates groves in the Coachella Valley, couple with grapes, a wide variety of truck crops, cotton and field crops to bring Indio and smaller communities on the eastern side a major source of income. All the crops grow quickly and lushly, so do the communities in the section.

America's Most Beautiful Private Club.....



- ★ World Famous Bougainvillea Room.
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- ★ Championship Tennis
- ★ World's Most Photographed Swimming Pool
- ★ Recreational Activity
- ★ Tennis Club Bungalows



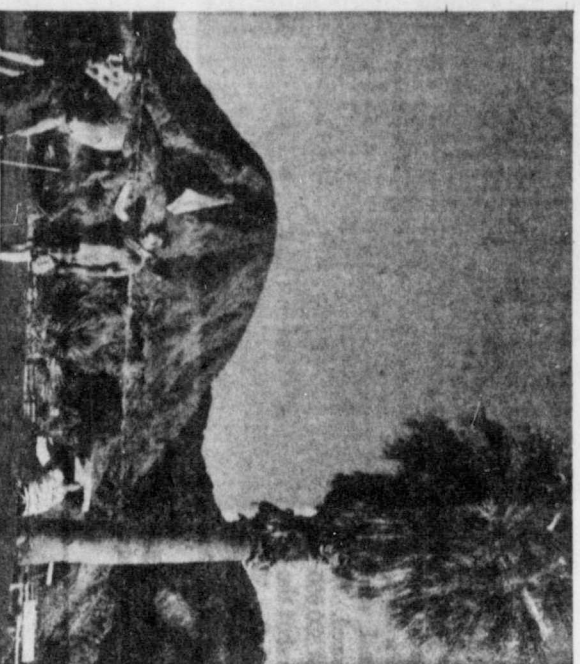
701 WEST BARISTO ROAD • PALM SPRINGS

NOW OPEN - UNIT NUMBER 2 GOLF CLUB VILLAS

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AS - **\$1950** DOWN
FIRST TRUST DEED PAYABLE
\$155 PER MONTH
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All year round living.



\$25,950 AND \$26,950 FULL PRICE

3 BEDROOMS FAMILY ROOM 2 BATHS
1685 SQ. FEET OF LIVING AREA
2 CAR CLOSED GARAGE

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MUNICIPAL GOLF COURSE

The Best Climatic
Conditions in Palm Springs...
Longer Sun...

BEAUTIFUL PANORAMIC
VIEW OF ENTIRE
MOUNTAIN RANGE
AROUND
PALM SPRINGS

DIRECTIONS
EAST ON HWY. 111
Past the Araby
Bridge —
FIRST TURN BEYOND
HOLIDAY INN
TURN LEFT
At The
SIGNS

**A FEW HOMES
LEFT -**
AT
\$23,950
\$1250
DOWN
BALANCE PAYABLE
\$13700
PER MONTH

Where else can you get
all this, plus all other
modern deluxe features?

- Some with corner and two way burning fireplace, large ceramic tile bath rooms with double sinks, double medicine cabinets.
- Washer and dryer area.
- Underground utilities.
- Refrigerated air conditioning.
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- Hand crafted oak cabinets.
- Built-in range, oven, disposal.
- Breakfast bar.
- Spacious wardrobe closets.

GOLF CLUB VILLAS
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College Taking Shape

(Continued from Page 39)

Suggestions have been discussed for a grape arbor to be a trademark of the campus.

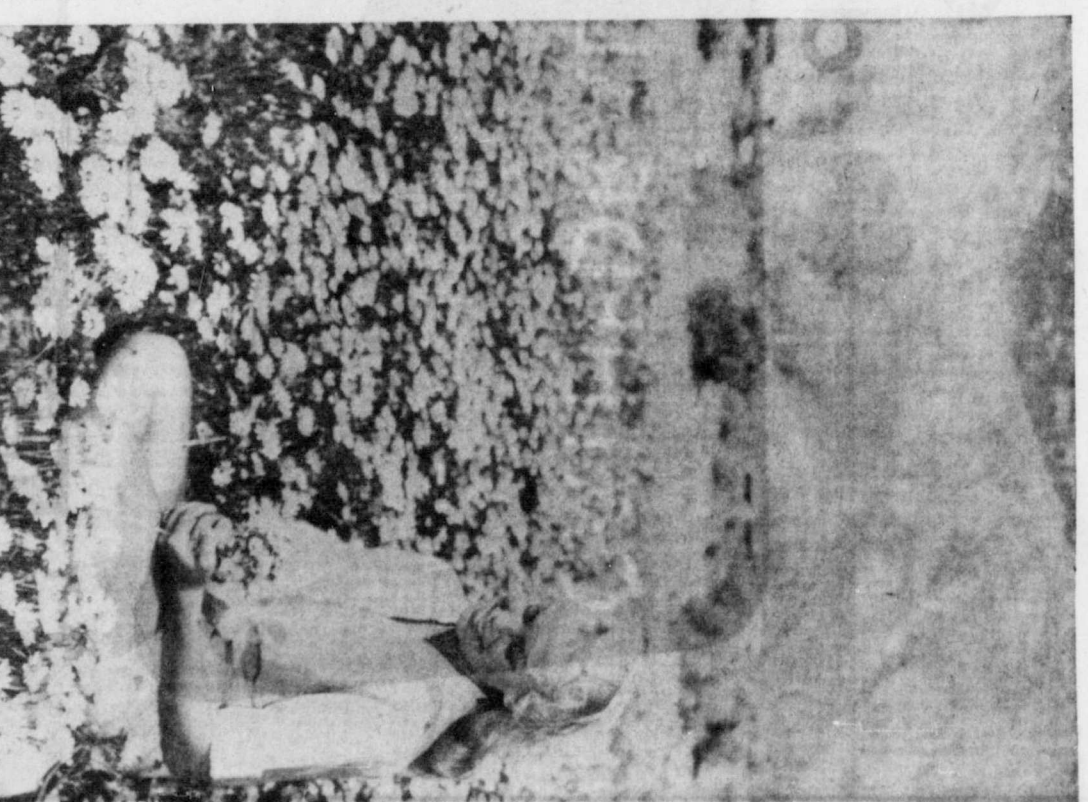
Eventually the site will house one of the prettiest small colleges in the county. The school board members have worked long hours with President McCall, Deans Edwin T. Ingles and M. W. Ellerbroek and architects and builders in planning every detail.

Although the "brain center" of the college is currently located in a pleasant building at 74-273 Highway 111, the future address will be at 43-500 Monterey Avenue as that western bordered entrance will be considered the front of the campus.

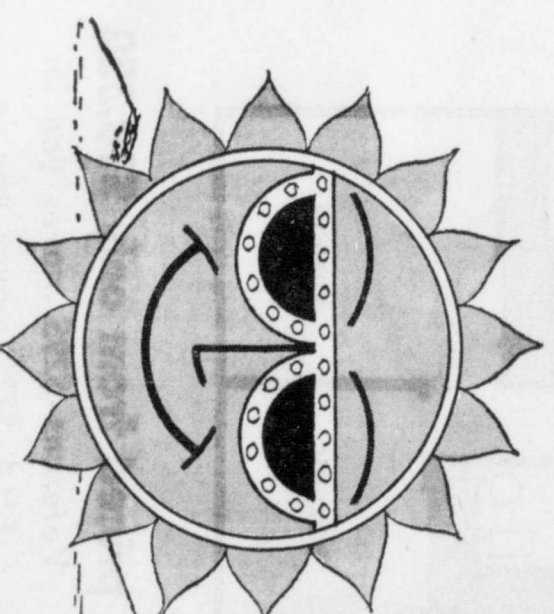
Eventually a state library behind a lovely reflecting pool will be the focal point of the college. That building, which will dominate the campus, must wait several years until construction funds become available. College officials report that they expect to be able to build it during the summer of 1963 or 1964.

Under construction on the campus are a liberal arts building, science building, lecture hall, technology department, maintenance plant, complete with two swimming pools, administration building and a dining hall.

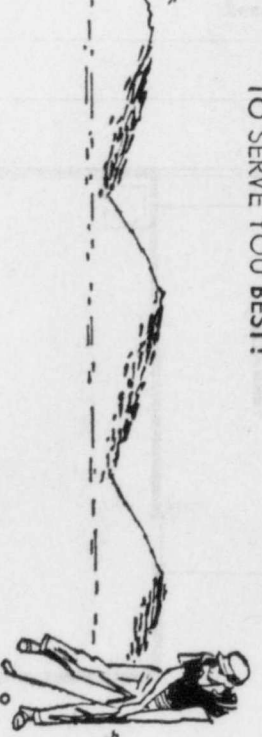
is the president's home, which is the only building which was retained from the old ranch.
The eastern portion of the outer campus will be featured by the fields of the College of the Desert athletic teams. Already built is a large tennis court with a football field and track facility and baseball diamond to be added shortly.
Controlling the destinies of the fabulous college is a dedicated board of trustees headed by Lindo date grower Don H. Mitchell, who is also a trustee of the University of Redlands. Others on the board, which attempts to geographically cover the district with representation, are Ray Rummmonds, farm developer of Indio, attorney D.M. McGahey and Mrs. Helen K. Staley, wife of a physician and former school board member, both of Palm Springs; and John Outcault, architect of Palm Desert.
Three of the trustees have been on the board since the district was formed July 1, 1958 — Mitchell, Rummmonds and McGahey. Mrs. Staley replaced consulting engineer William A. Mason of Palm Springs, who died in February of 1961. Outcault just replaced William Cook, who resigned to run for County Supervisor. Cook had replaced Dr. Frances A. Purcell of Palm Springs, dentist, who resigned due to ill health.



CARPET OF FLOWERS spreads about the desert during the spring time which present a beautiful vista — especially when a pretty girl is added. The desert floor is covered with the beautiful pinks, lavenders and yellows of native wild flowers from the base of San Jacinto to the Salton Sea.



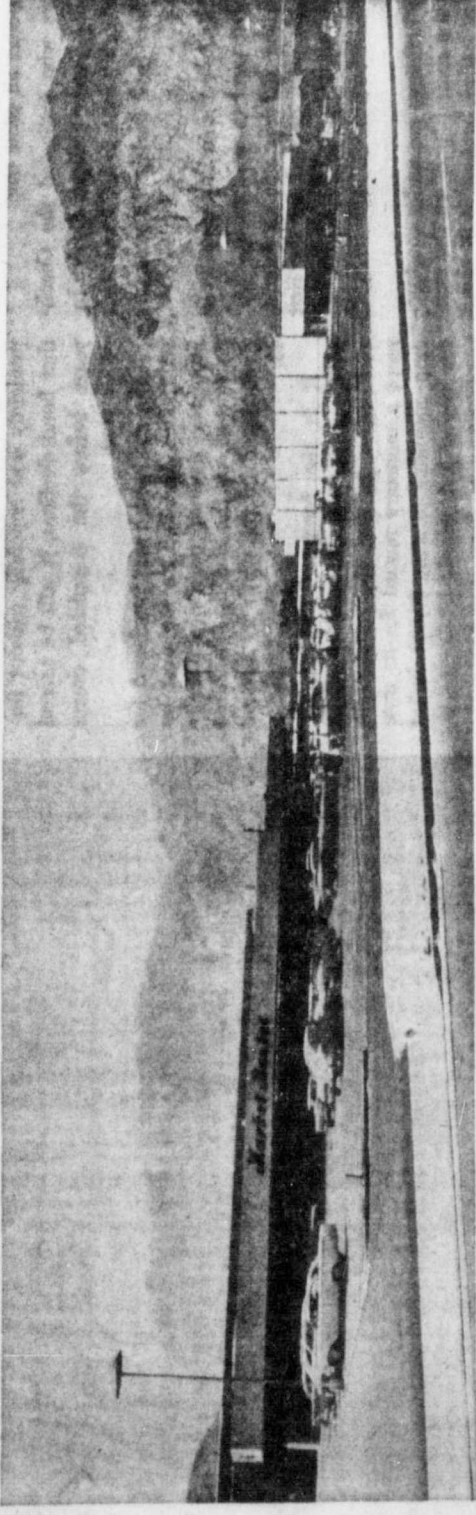
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Por Golfer
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Makes a Por Realtor
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Desert Hand Laundry...Winchell DoNut House...Ilia Mae Beauty Salon...
Shopping Center Barber Shop...Betty's Fashions...Lou Griffin Fashions for Men
Palm Springs Lanes 24 Bowling Alleys with Restaurant & Cocktail Lounge

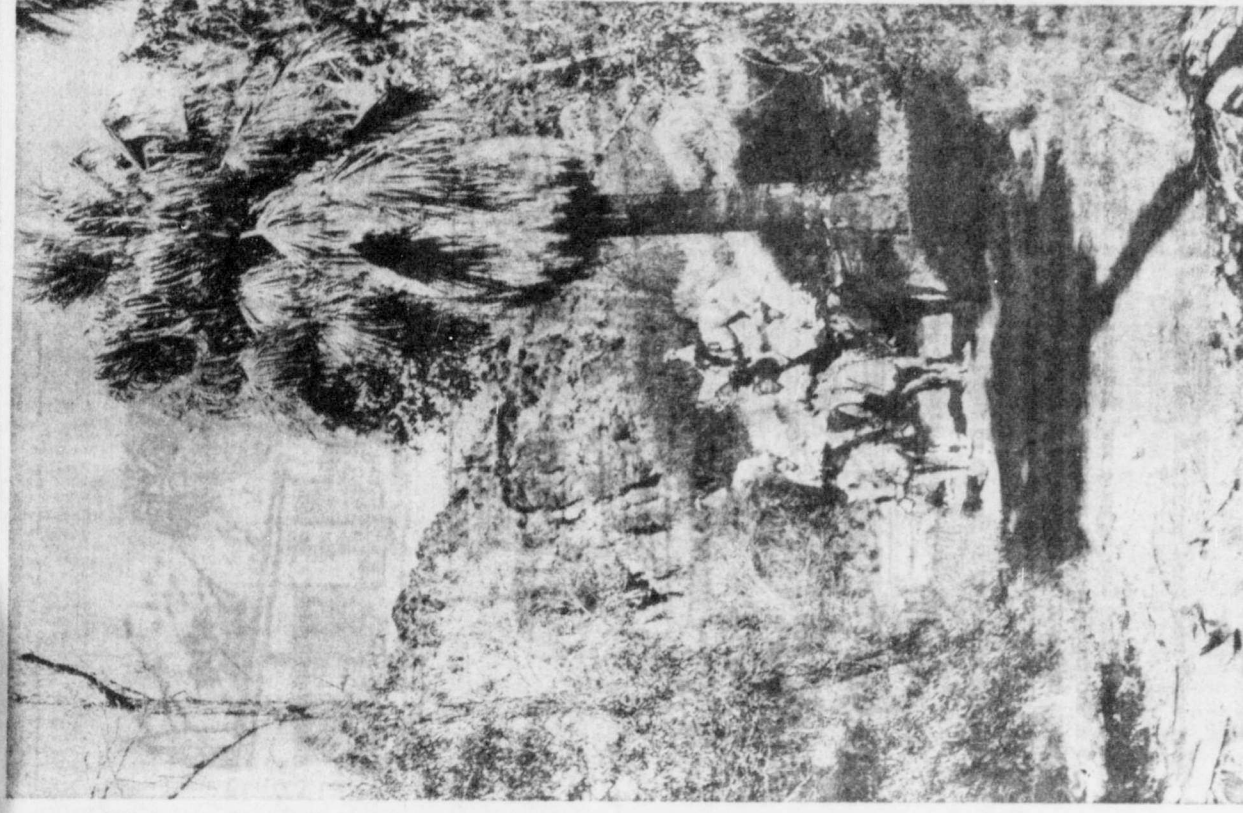
AND MORE TO COME

Additional Shops Now Under Construction with Other Buildings
to Start Soon...YES THIS IS PROGRESS!

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Truly the ONE STOP Shopping Center

To Become Part of Palm Springs
Fastest Growing, Finest Shopping Area
Call 325-2994

Sands Realty and Development Co.



WESTERN TRAILS abound in the desert and mountain slopes around the Palm Springs area. Each year, more riders ply them in the pursuit of the spirit of adventure. These riders pause under one of the 3000 native Washingtonia filifera palm trees in Palm Canyon. Throughout the canyon are bridge paths from which one can view a magnificent sight from the canyon floor or from vantage points above.

Western Flavor Still Lingers Along Desert

The western influence of the cowboy and his horse is retained in Palm Springs' desert and mountain background. The beautiful surroundings contain many canyon trails and horseback riders ply them daily in search of the spirit of adventure.

Western flavor abounds in the annual rodeo — usually in February — and Desert Circus which is held this year from March 21 to 25. Otherwise, there are innumerable breakfast rides and special trips sponsored by various groups to keep the spirit of the old West alive on the desert.

Indian Foresight

Seven riding stables in the greater Palm Springs area cater to the western whims of residents and visitors alike. Rancho Stables, the Ranch Club, Snake Tree Ranch, White Sun Guest Ranch, Nick's Stables, Shadow Mountain Stables and Frenchy Small's Stables will all saddle up old "Paint" and send the rider into the setting sun — or even a rising one.

Other influences which go to make up the western flavor of the

area range from its western-garbed mayor, Frank Bogert, to the influence of the Agua Caliente band of the Mission tribe through its foresight in owning key lands in this beauty spot.

Not unfortunate is the casual-clothed or short-clad visitor or resident during Circus Week. He need not go on trial in Kangaroo Court for lack of western attire. Various shops are handy ready to cater to the shopper bent on anything from ten-gallon hats south to high-heeled boots north.

Three Riding Clubs

The guest or resident in Palm Springs has his choice when it comes to riding. He can be a "loner" in the style of Tonto's friend, or pack in together with numerous other riders of the purple sage — like 26 men.

Three major riding clubs in Palm Springs not only enjoy their favorite pastime of riding, but also do much good for the equestrian cause. Los Compadres host riding groups from over the Southern California area; the Desert Riders work hard toward maintaining trails in the desert and lobby for the betterment of riding.

COMPARE

"Finest Homes in Palm Springs for the Money"

WE CHALLENGE you to find any home more properly insulated for your comfort any place in the Desert. A—4 inches of mineral wool in all outer walls and ceilings. B—Trussed roofs permit circulation of air between interior ceilings and: C—white ceramic tile floors. D—Rock reflective roofs. Saves money—both winter heating and summer cooling. All walls are genuine lath and plaster.

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PRICED FROM **16,795**

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\$895 DOWN, \$87.37 MO. PLUS TAXES AND INS.

Also: 3 Bedrooms \$19,775—\$98.99 Month

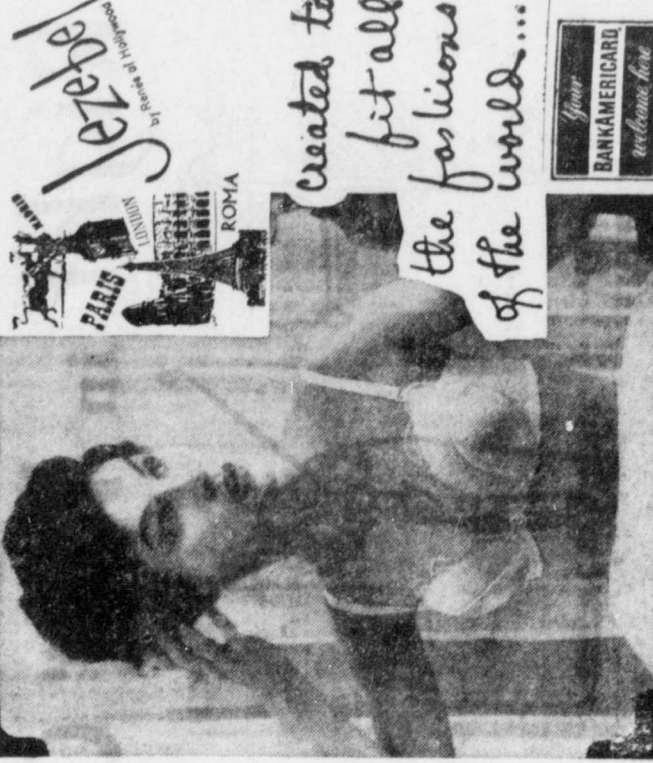


Other exciting features
Refrigerated Air Conditioning
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Concrete Sidewalks and Completely Fenced
Matched Vented Gas Oven, Range, Hood, Garb. Disposal

SEE MODEL HOME:
OPEN DAILY & SUNDAY

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(4 Minutes East of Riviera Hotel on Vista China)
Follow Signs at Sunrise Way
TURN RIGHT THRU STONE GATES
EL RANCHO VISTA ESTATES



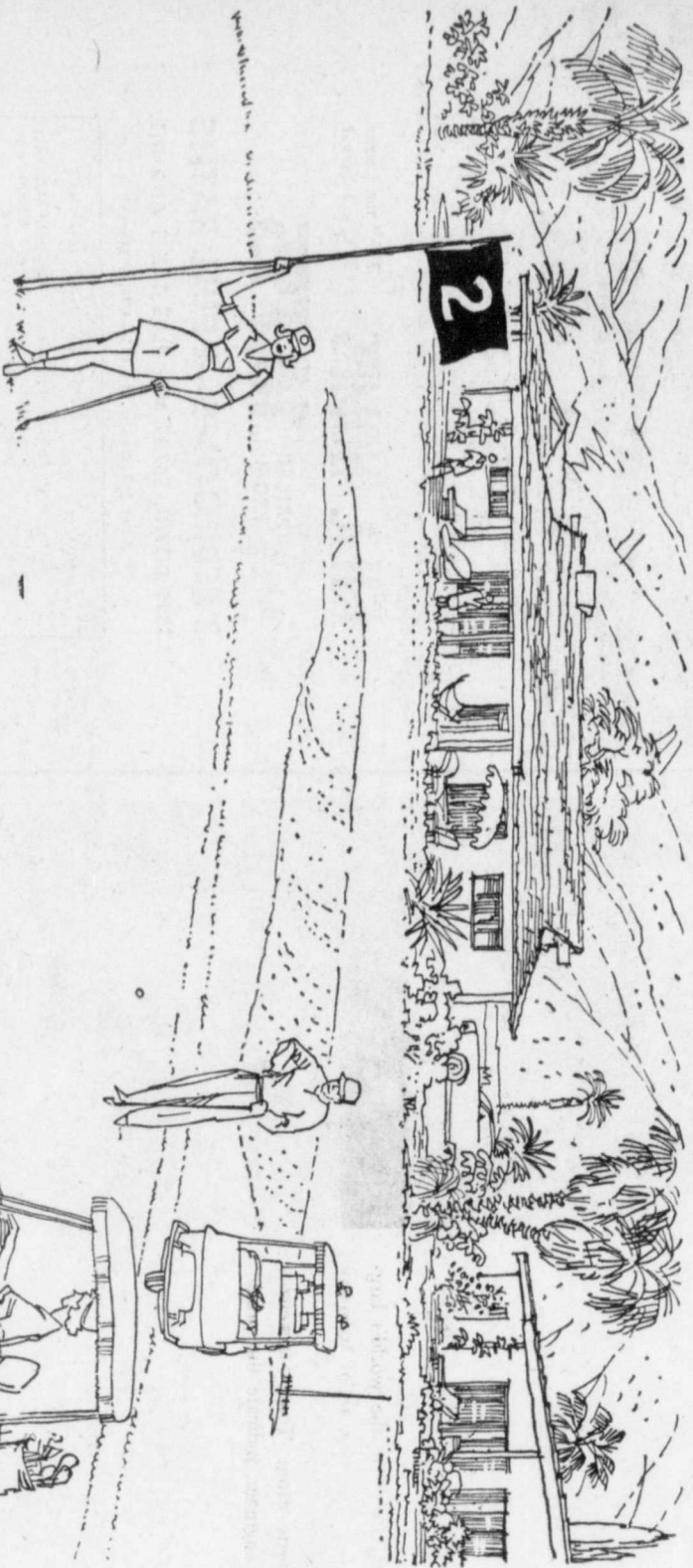
White or Black three lengths
ABC \$5.95
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Imagine waking morning after morning to the happy sounds of birds and the tawny glow of the desert sun. Imagine living in one of America's most uniquely desirable homes . . . masterfully designed to cater to your leisure life . . . engineered to maintain an indoor climate of perfect comfort. Picture the breathtaking views of desert and mountain from every window, with an exotic swimming pool shimmering just a refreshing step from your bedroom door.

Now picture riding your own golf cart across your own green lawn and onto a fairway of your own country club. . . .

Right in Your Own Back Yard.

It is with pride and pleasure that HARRY KEISO, INC., master builder of luxury homes in Laguna and Lido Isle on Balboa Bay announce the completion of two new model homes on the lush green oasis of the Canyon Country Club. Here, on Indian Land, until recently unavailable to the public, now reposes the most exciting country club of them all. Overlooking Palm Springs and with unequalled views in every direction, this new golf course enjoys the location that gave Palm Springs its reputation.

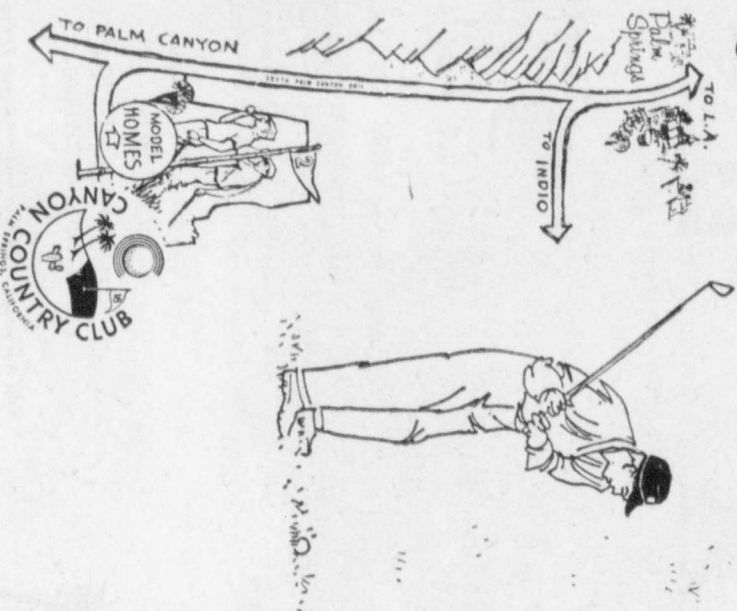
You are invited to drive through the palm shaded stone gateway to Canyon Country Club Estates, where, nestled around the 2nd green are these model "Castles of Contentment" lavishly decorated by W. & J. Stone. We await your visit and a chance to prove that nowhere in the world have so many good things been brought together as a fitting setting for your new home.

VISIT US IN OUR TWO NEW MODEL HOMES
ON THE 2ND GREEN. Decorated by W. & J. Stone

KEISO INC.
BUILDERS

Canyon Country Club
ESTATES

WRITE FOR FREE BROCHURE TO HARRY KEISO INC., 120 EAST PALM CANYON DRIVE, PALM SPRINGS, CALIFORNIA PH. 324-5476



College Dream About to Come True

Classes Scheduled to Start at New College of Desert in Fall

PALM DESERT — While 1962 will go down in history as the year the College of the Desert, the year 1961 will be remembered as the year the vision of an actual, touchable college here on the desert all came true.

Voters who instigated the Coachella Valley Junior College district by a 9-to-1 voting ratio in 1958 saw their dream bear fruit during the year just passed.

Highlights came in July when bulldozers first went to work on development on the 160-acre site; in August, when bids were opened for the first building contracts; and in September when the first construction crews went to work.

Nine buildings are under construction on the central "pad" on the campus — so called because it is about three feet higher than the surrounding school area — and up-to-date estimates indicate their completion will lit right around the planned opening date for students in September.

President Roy McCall, who has been right in the center of things — literally, because he lives in a house on the campus — since July 1, 1959,

reports that the school hopes to have 500 students on the rolls at opening bell.

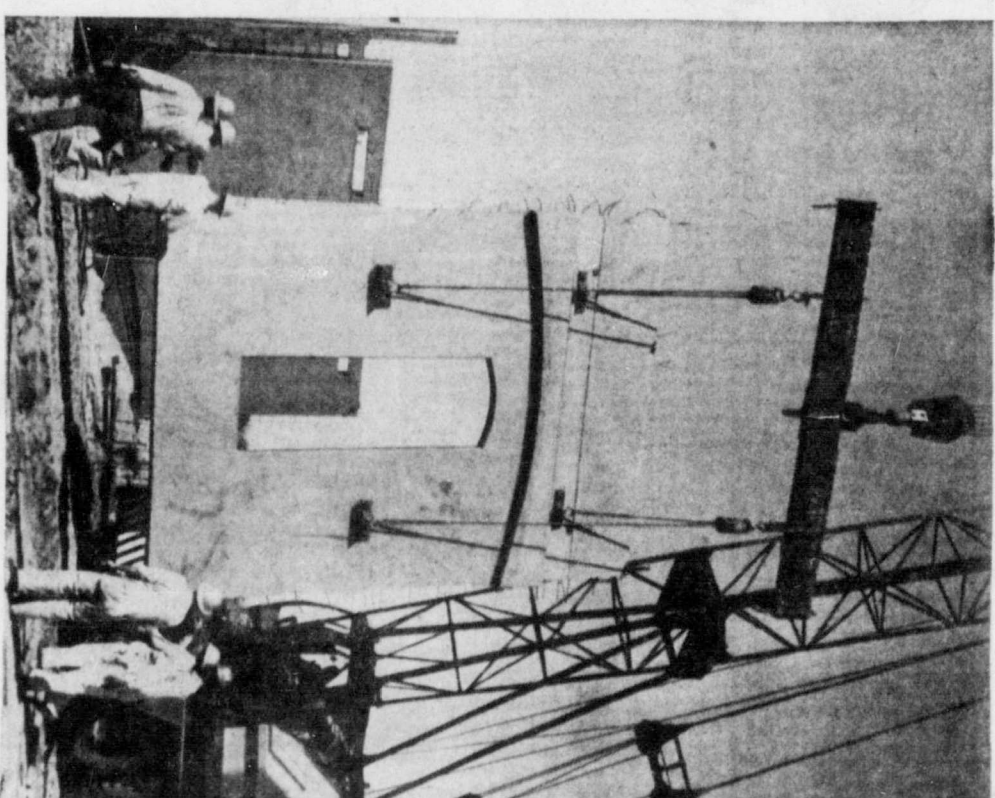
Eventually, when the campus is completed, it will accommodate 2,500 students. Since it is being constructed prudently and hopefully without further bond elections, it will be several years before the completed dream comes true.

The site, which was purchased for \$608,000 is bounded on the west by Monterey Avenue, on the south by Avenue 44, on the east by San Pablo Avenue and on the north by Avenue 43.

It is the former O'Dell Ranch, which specialized in growing dates and grapes. In fact, the college still reaps a monetary reward for its date crop—amounting to some \$6,000 during the harvest just passed.

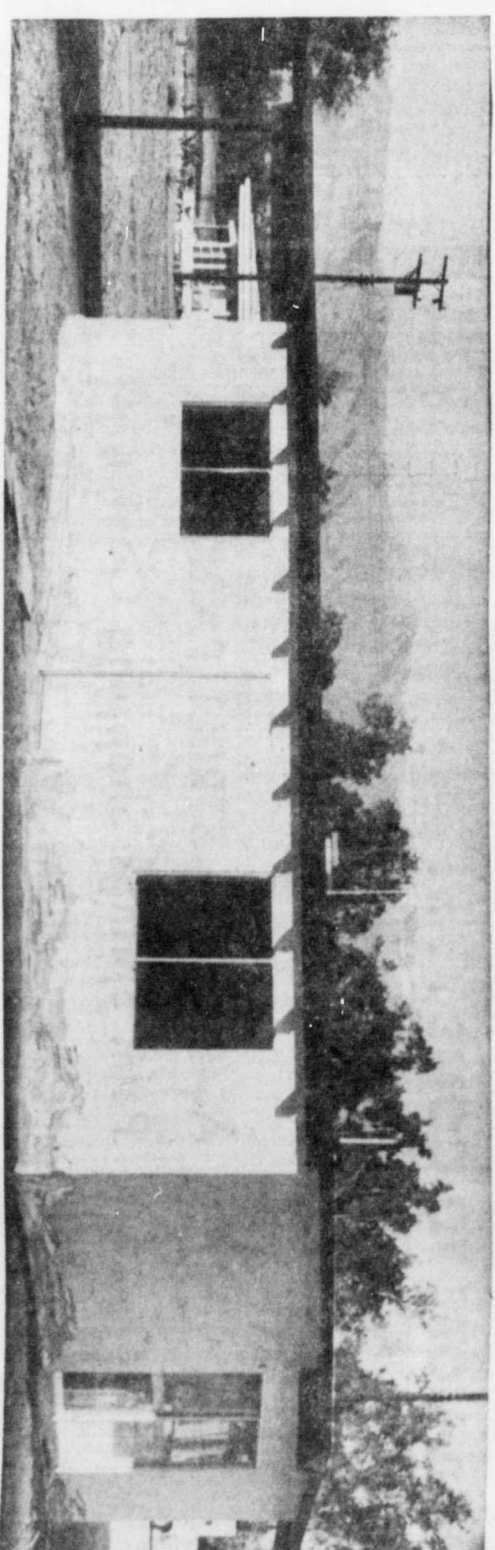
The board of trustees has made plans to maintain the date groves on the northwest corner of the campus—since future agriculture classes will find them an effective workshop. Although construction plans have cut into the vineyard the board also plans to conserve some of those plantings.

(See New College, Page 41)



TAKING SHAPE on a 160-acre site in Palm Desert is a junior college to be called "College of the Desert." Workmen are shown placing one of the wall sections in the future Lecture Hall.

Hidden Springs Ranch Oasis . . . 1,000 Palms



A Selective and Controlled Weekend and Retirement Community

A 2 BEDROOM 1059 FOOT PLASTER AND CEMENT CONSTRUCTED HOME

COMPLETE \$5,995

The only development on the desert where you can have a small house with social protections common to expensive subdivisions . . . A limited size project owned by Charles Doyle, the original owner of Smoke Ranch . . . House on 99 year leased land only \$10 per month. 1/2 acre lot. Why sink \$3,000 into a lot . . . when you can safely lease lot for only 4% interest annually on safe recorded lease . . . house may be rented or sold . . .

Before You Buy a Desert Retreat We Suggest You Drive East on Ramon over the New Overpass and Investigate

Hidden Springs Ranch Oasis, 1,000 Palms, California

15 Minutes from Center of Palm Springs

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MEDALLION HOMES.. FOR BETTER...

★ HEATING ★ AIR CONDITIONING ★ LIGHTING

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We Will Build To Your Specifications Or Will Submit Floor Plans To Fit Your Need

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CATHEDRAL CITY

\$7,700,000 Tram Starts

World's Largest Will Shoot Up Mt. San Jacinto

Construction on the world's largest passenger-carrying aerial tramway has now been under way nine months, and reports from Tom Mackenzie, resident engineer, indicate the project is on schedule.

In the planning stages for nearly 30 years, the Palm Springs Aerial Tramway is being financed by a revenue bond issue of \$7,700,000, secured only by the revenues from the operation.

Designed as a single-stage, double reversible tramway, the spectacular ride will rival any tramway in the world. Two 80-passenger enclosed cars will transport passengers along the extremely rugged eastern escarpment of Mt. San Jacinto. The lower Valley Station will be at an altitude of 2645 feet, and the upper terminus at the 8516-foot level.

Considered to be one of the engineering feats of modern times, the tramway will traverse a distance of more than two miles and rise 5875 feet.

Station in City

The Valley Station of the tramway is located within the city limits of Palm Springs. A few minutes drive from the center of the "Village" will take the visitor from the floor of the desert, (altitude 450 feet, with an average nighttime winter temperature of 81 degrees), to the tramway parking area where he will board one of the two tramway cars and minutes later enjoy winter sports.

A series of five towers will support the two-inch, double track steel cables between the Valley and Mountain Stations, as well as the hauling cables.

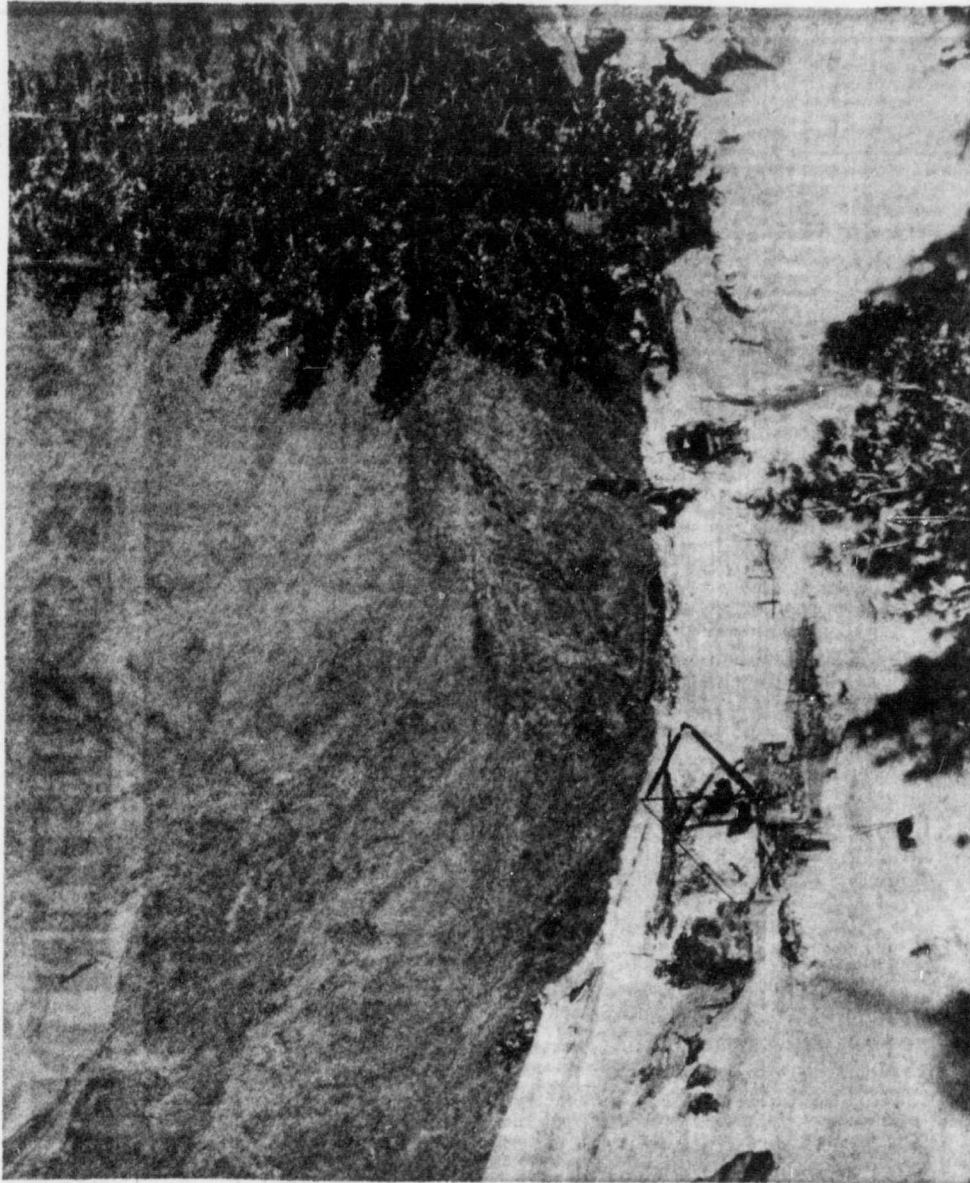
The first 200-foot tower will be located 1150 feet from the Valley Station at an elevation of 2820 feet. Tower No. 2, 157 feet high, will be 3023 feet beyond at an elevation of 4106 feet. No. 3, feet in height, will be 2795 feet further on at an elevation of 5755 feet; No. 4, 65 feet high, will be located 2060 feet from No. 3 tower at the 7560-foot level. The fifth tower, 75 feet high, will be 830 feet from the fourth at an altitude of 8093 feet.

Inaccessible Area

The Mountain Station, or upper terminus, at 8516 feet will be 619 feet from the fifth tower.

Visitors to this famous California desert resort will soon be able to visit an extremely rugged and heretofore practically inaccessible area — one of primitive beauty.

In addition to the opening of this new summer and winter recreation area, the view offered along the tramway route and from the upper terminus will be breath-taking. Under proper atmospheric conditions, the peaks of



ANCHORAGE for track cables of the new tramway will be on the site of the Mountain Station, shown in foreground. Construction has already started on the terminus point. This scene was taken from a helicopter looking down into Chino Canyon.

"The Best Location For Your Boat On The Salton Sea"

SALTON BAY MARINA
EVERY SERVICE FOR YOUR BOAT

"Fun For The Whole Family"



Visit The **FASTEST GROWING SALTON SEA AREA TODAY . . . The Best in Boating, Water Skiing . . . And Fishing Too.**



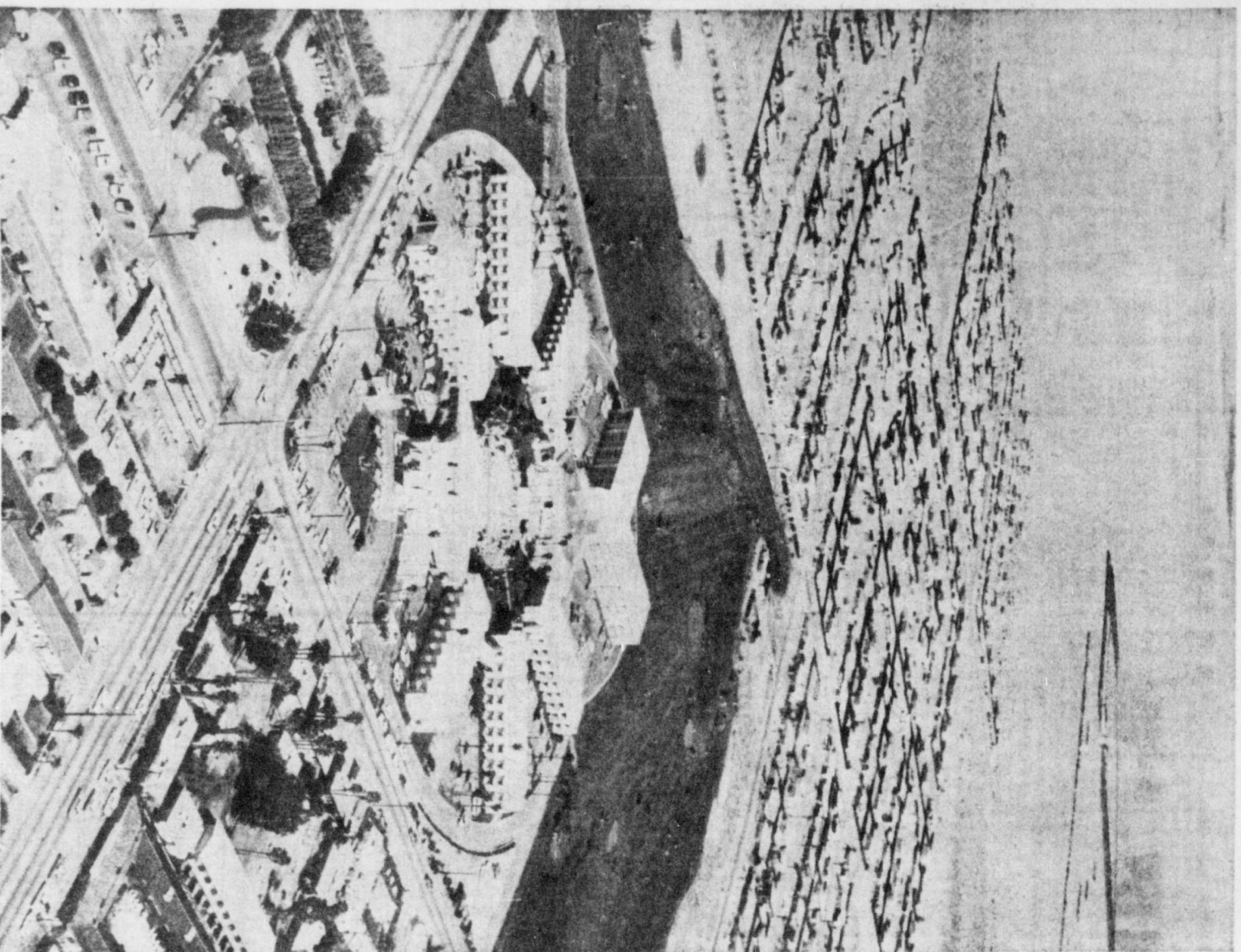
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The Largest,
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"Completely Air-Conditioned for All-Year Resort Living"

- Tennis Courts
- Golf Driving Range
- Complete 9-Hole Golf Course Which Taxes the Skill of Any Golfer

1600 North Indian Avenue



Phone 325-6488

Spa Hotel Job Starts In April

The first of phase construction today begun on a new 131 room Spa Health Hotel with the relocation of the present parking facilities in preparation for the major hotel construction scheduled for late April with a completion date set before the height of next season. Parking for 250 cars will be located on the site.

Eddie Davidson, presently executive director of the Palm Springs Spa, will assume duties as executive director and general manager of the new Spa Hotel as well. It was announced.

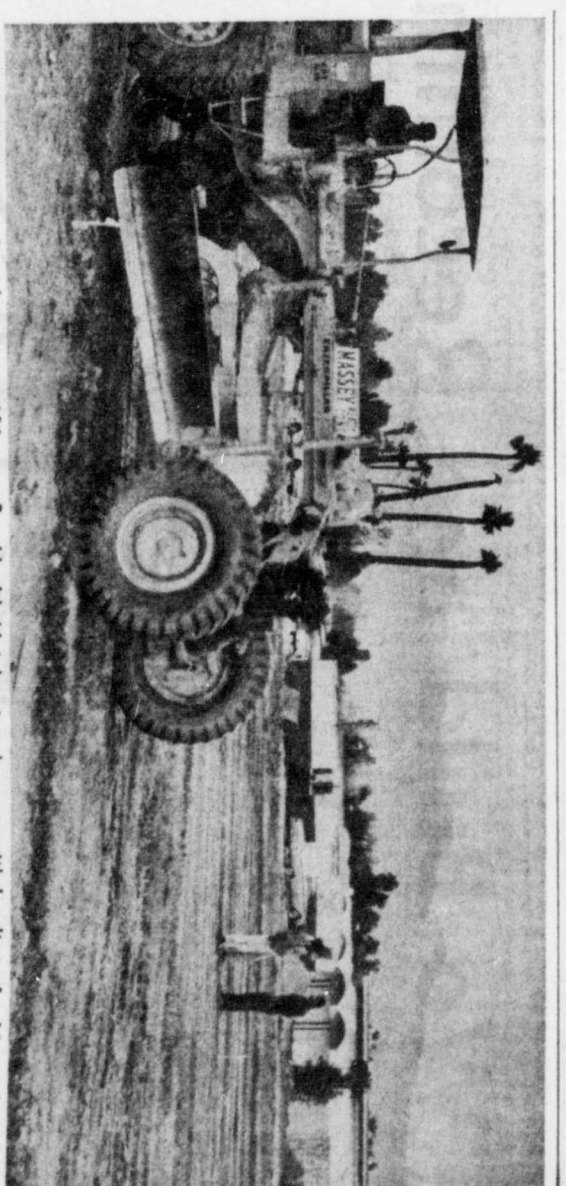
Preservation of the finest views was of paramount concern to the developers of the project as was the most judicious land use and efficient placement of facilities for complete comfort of both hotel and Spa guests officials said. The architects for project are William F. Cody, A.I.A. and Philip Koenig, A.I.A.

The combining of the features of the Palm Springs Spa and the new Health Hotel will make it not only

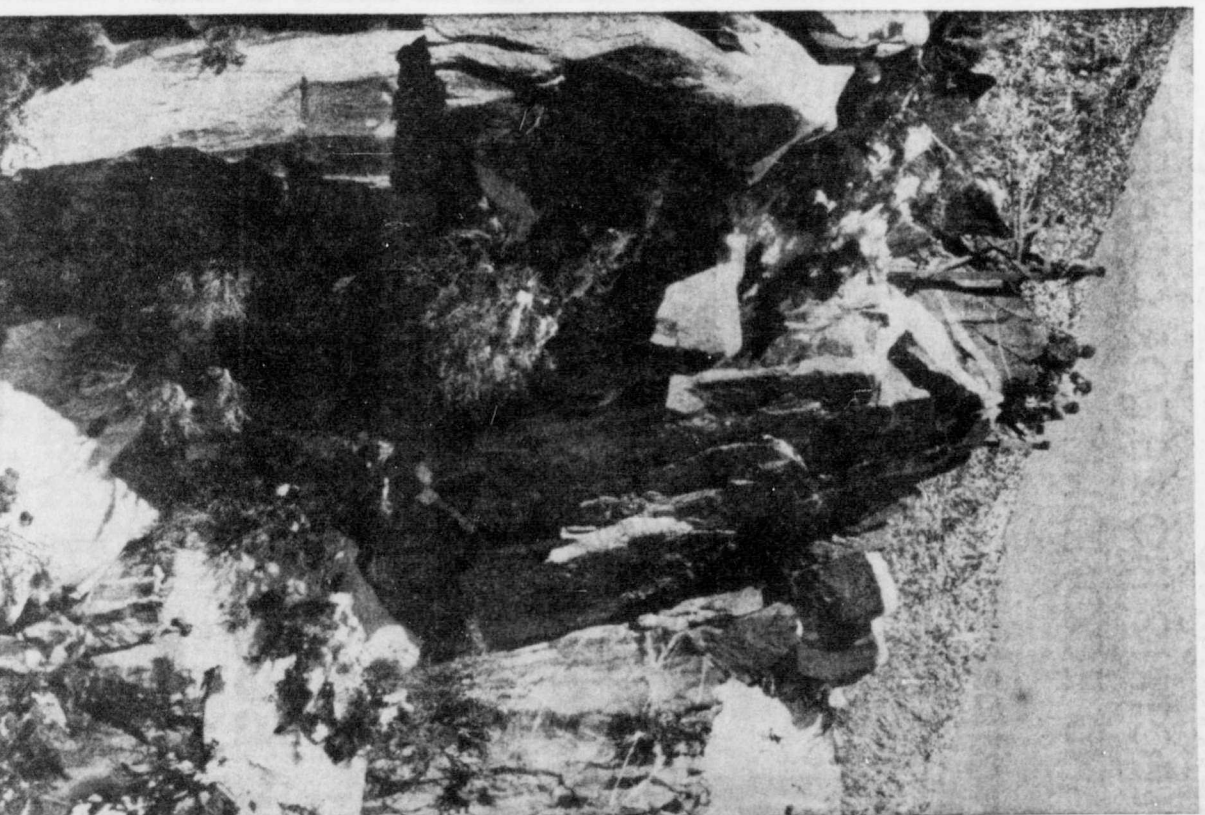
the most beautiful but the most functional Health Spa in the world, it was claimed.

The historic site is leased from the Palm Springs Agua Caliente Band of Mission Indians, whose name is derived from the ancient hot mineral water springs as was the city of Palm Springs.

The intrepid development of the historic hot mineral water springs has brought national publicity to the community of Palm Springs, and has encouraged its visitors to a longer more relaxed stay.



THE FIRST PHASE of work on a new 131-room Spa Health Hotel got under way with leveling of a big parking lot.



ONLY EAGLES and other birds are the probable predecessors of this construction crew working on a helicopter platform for the No. 3 tower on the Mt. San Jacinto Aerial Tramway. The rock the men are working on is at the 5735 foot level in Chino Canyon. The tower they are to build will be 129 feet high and is one of five to be built for support of the big cable cars.

Your Guide to Desert Investment

Wheeler's Desert Letter brings you the first-hand business news and trends throughout the Coachella and Imperial Valley areas. In four typewritten pages each Thursday, it summarizes the happenings—business-wise—from Riverside Court House, from Palm Springs and Palm Desert, the lettuce fields and the date groves, from subdivisions and market places.

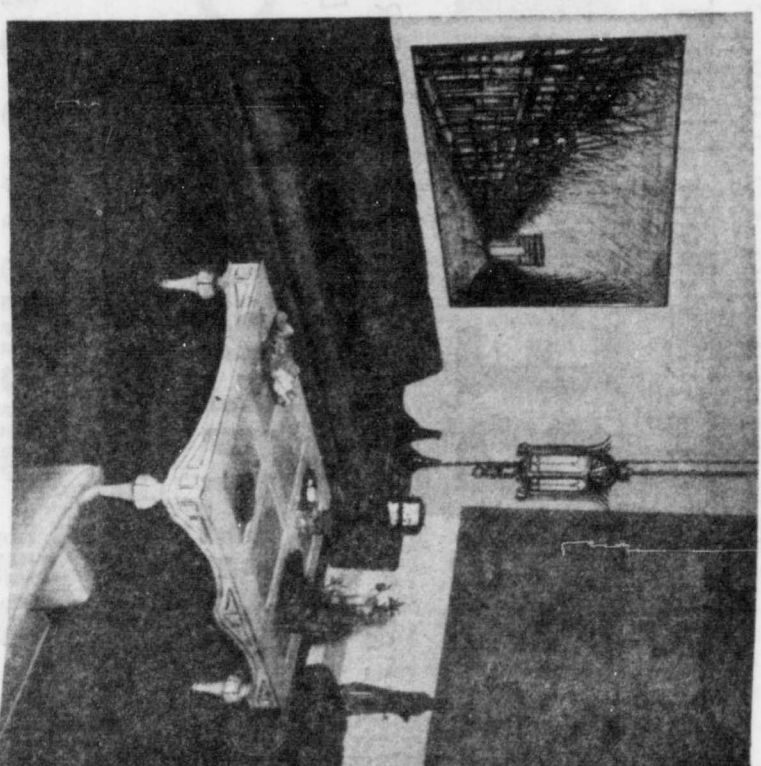
This privately written Kiplinger-type weekly, coming into its third year, is recognized by banks, investors, business houses, as an accurate barometer of conditions and prospects in the desert areas.

Quite frequently it is days and even months ahead of the actual news—and on the record—it is generally right.

Join the 1% BEST INFORMED on desert business by subscribing to Wheeler's Desert Letter.

Annual subscription (44 issues) \$37.50 or, for complete service, binder, maps, etc., \$75.

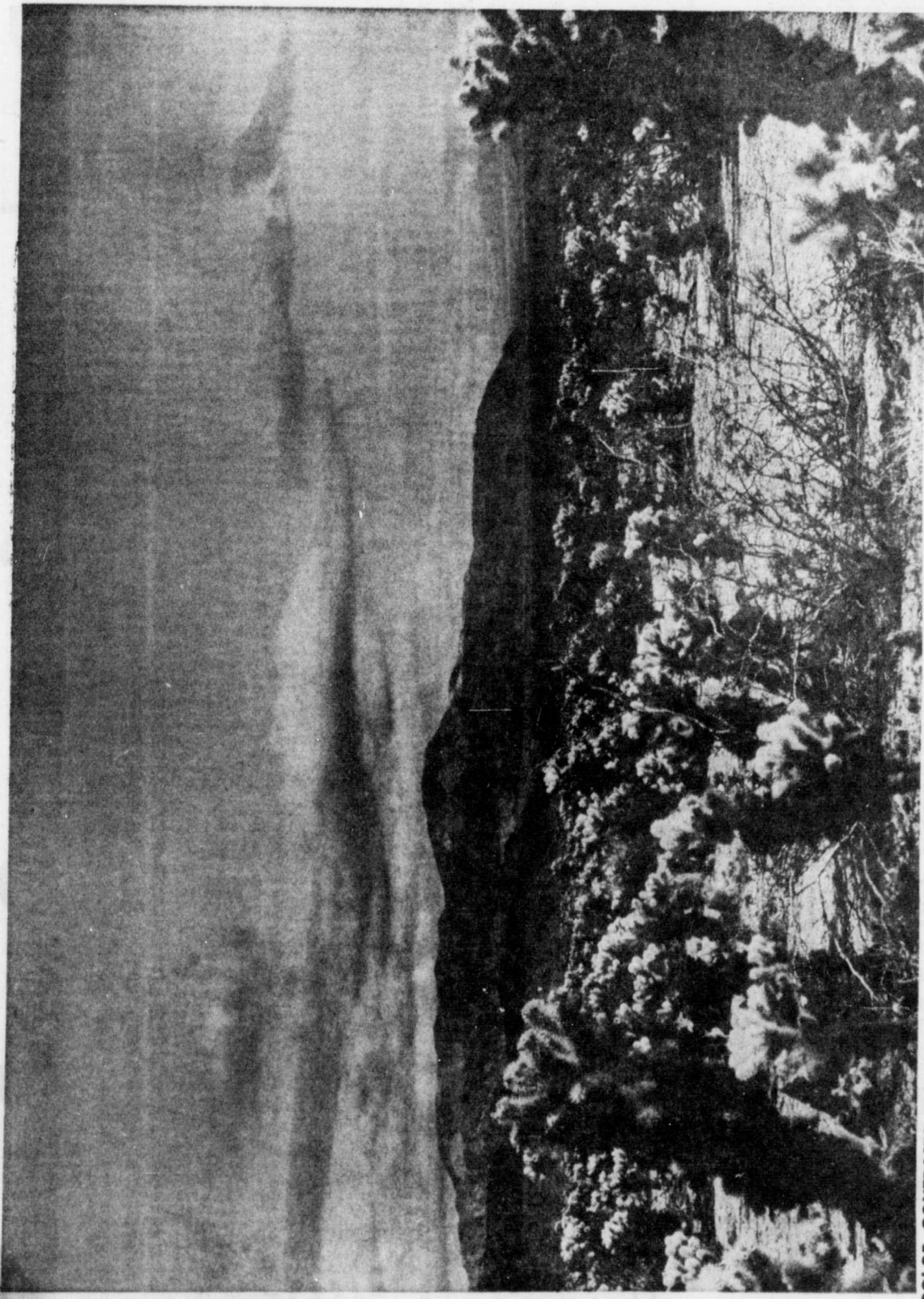
WHEELER'S DESERT LETTER, Drawer WW, Palm Springs. Registered with the U.S. Securities and Exchange Commission



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THROUGHOUT WESTERN AMERICA

Palm Canyon Interiors

816 North Palm Canyon Drive Palm Springs, California
TELEPHONE: 325-2385



COLOR CONTRASTS and spectacular shapes of desert plants, mountains and clouds arouse the senses of desert visitors, especially in the spring months, when plants and wild flowers transform otherwise drab areas into a riot of color. Predominant plants in the scene are cholla cactus.

Say There! Plaza Motors Puts a PLUS in Your Pocket—Something Extra For You!

SEE HERE!

New 1962 Cadillac Coupe, Fully equipped, Powered and Refrigerated for less than \$6281.00 List.

AND HERE!

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DEAL WITH PLAZA

- Immediate Delivery Most Models
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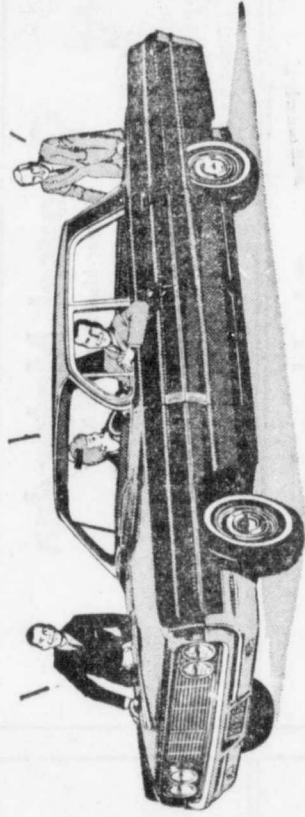
"YOU'LL LIKE DOING BUSINESS WITH US"

PLAZA MOTORS

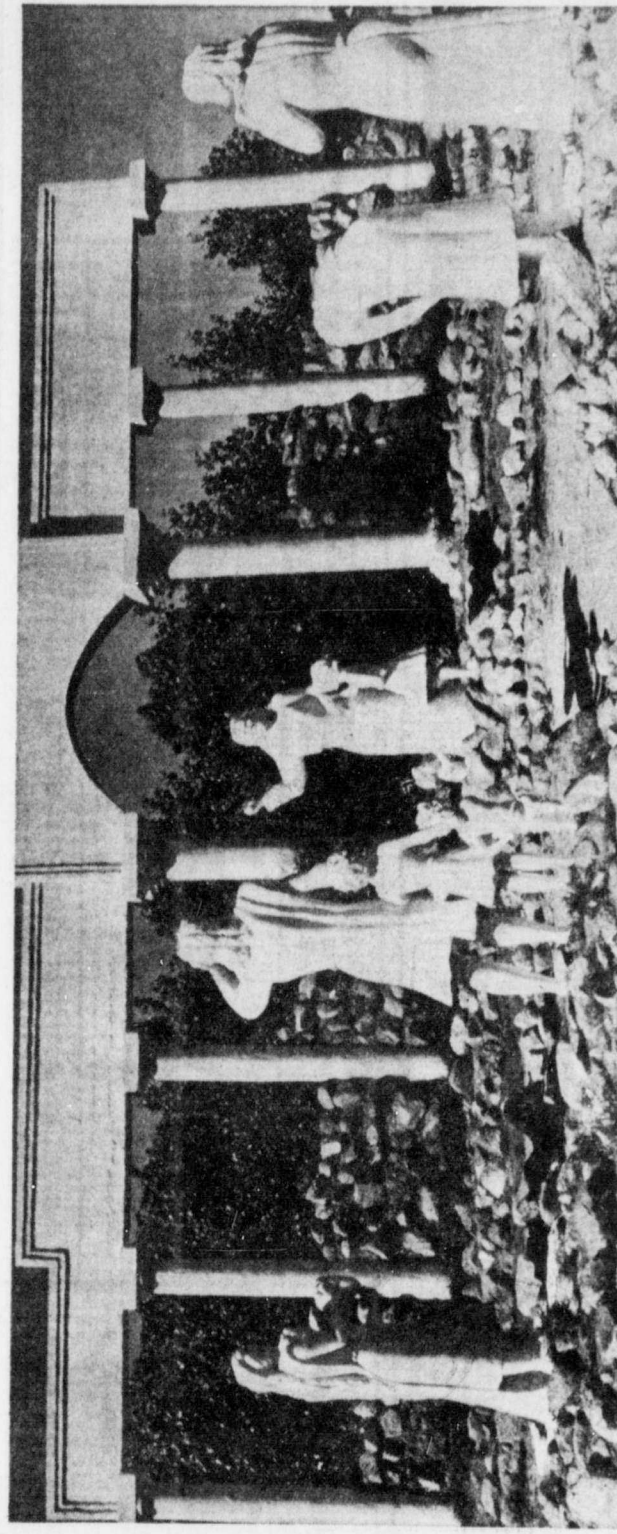
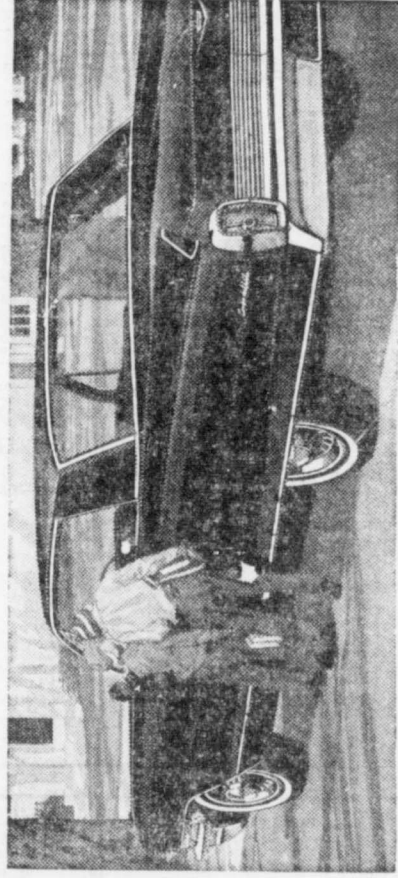
PALM SPRINGS SINCE 1938
CADILLAC-OLDSMOBILE-GMC

325-2572

290 N. INDIAN AVE.



THAT'S SOMETHING EXTRA! About as much as ELDER!



HIGH AND LOW on the desert the visitors finds inspiration along with his recreation. The above statuary is in Christ Park at Yucca Valley, a privately owned display of biblical figures. But possibly the most inspiring

feature of the deserts is the scenery—vast stretches of sand sweeping to snow-capped mountains.

There Is No Development Boundary

Look high and low in the desert area and you'll find developments keeping pace with the growth about Palm Springs.

Eye-opening vistas await anyone who has not during recent months made visits to "the Hi-Desert" — the area from Morongo Valley to Twenty-nine Palms — or the vast reaches of the Colorado Desert from Coachella and Thermal to the below-sea-level beaches along Salton Sea between Salton City and Bombay Beach.


Outstanding by way of recent developments is the Salton Sea area where multiples of millions of dollars have been invested in homes, recreational facilities and businesses — most of them concentrated along the west and north shores of the salty, 40-mile-long lake located 234 feet below sea level.

A big attraction is Salton City, about 50 miles southeast of Palm Springs and just off Highway 99, where hundreds of homesites have

been laid out and marinas, a yacht club, hotels and stores are in operation. Activity at Salton City has given added impetus to older communities along the shore such as Sun Dial Beach and Desert Shores.

Booming at the north end of the sea are the North Shore Beach area, which includes a yacht club pioneered by Ray Ryan and Trav Rogers, exclusive residential areas, and Salton Sea State Park where increasing throngs gather for boating, swimming

(See Development, Page 35)



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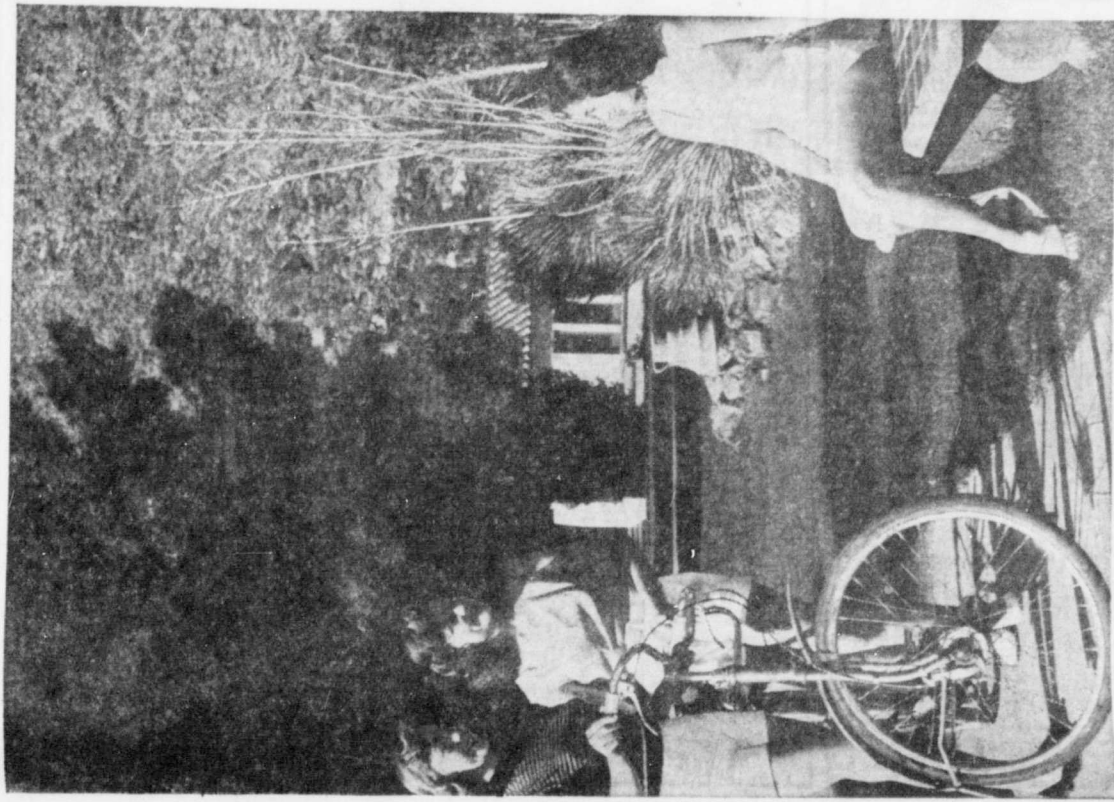
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BICYCLING is a popular sport with visitors to Palm Springs and the desert area. The photographer caught these short-clad cuties greeting a friend on the grounds of the famous Desert Inn.



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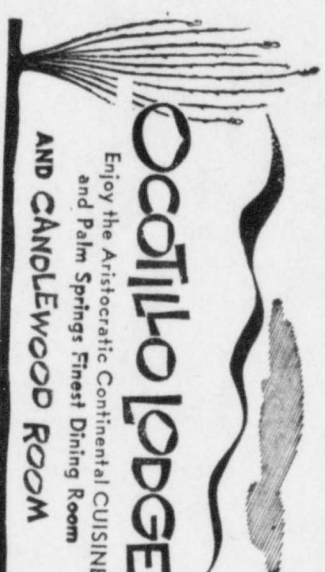
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COCKTAILS and ENTERTAINMENT

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Development Spreads Over Desert

(Continued from Page 13)

popularity each season.

All of it got a big boost this year with installation of fresh water lines which assure an adequate supply for greater development and annexation of the entire area to the Coachella Valley County Water District - bringing the added availability of supplemental water from the Colorado River.

Looking up, and to the north, from Palm Springs and the now famous golfing area of the lower desert we find new vistas of development in the Morongo Basin, at least 6,000

the Hi-Desert from Morongo Valley to the U.S. Marine Corps Base at Twentynine Palms.

The fascinating Hi-Desert valleys that only a few years ago contained only skimp sage, Joshua trees and creosote bushes today are dotted with cabins developed by homesteaders.

The once tiny communities along the ca Valley, Joshua Tree and Twentynine Palms Highway - Morongo, Yucca Valley, are booming.

Hi-Desert boosters claim a permanent population of at least 16,000 in the Morongo Basin, at least 6,000

of them in Twentynine Palms. They boast an organized water district that covers 27 square miles and guarantees a good supply to the arid area, telephone service recently expanded by nearly 500 per cent and population gains of 127 per cent over the last decade.

A big pulling factor to the Hi-Desert is Joshua Tree National Monument, beautiful high country preserved by the National Park System and containing unusual plants, animals and wildflowers in an area of 870 square miles.

DESERT

HOTELS

EMPIRE

DESERT LIVING AT ITS RELAXING BEST

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Hotel and Studio apartments, Heated pool
Rates \$12.00 up
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Owner-Manager, Robert and Richard Levin
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70 Accommodations... Heated and cooled pool, Cocktail Lounge, Dining room and Coffee Shop, nightly entertainment, TV in every room, Tennis court... shuffle board, Ping Pong, putting green, P.B.X. Rates on request.
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Palm Springs Fairview 8-3101
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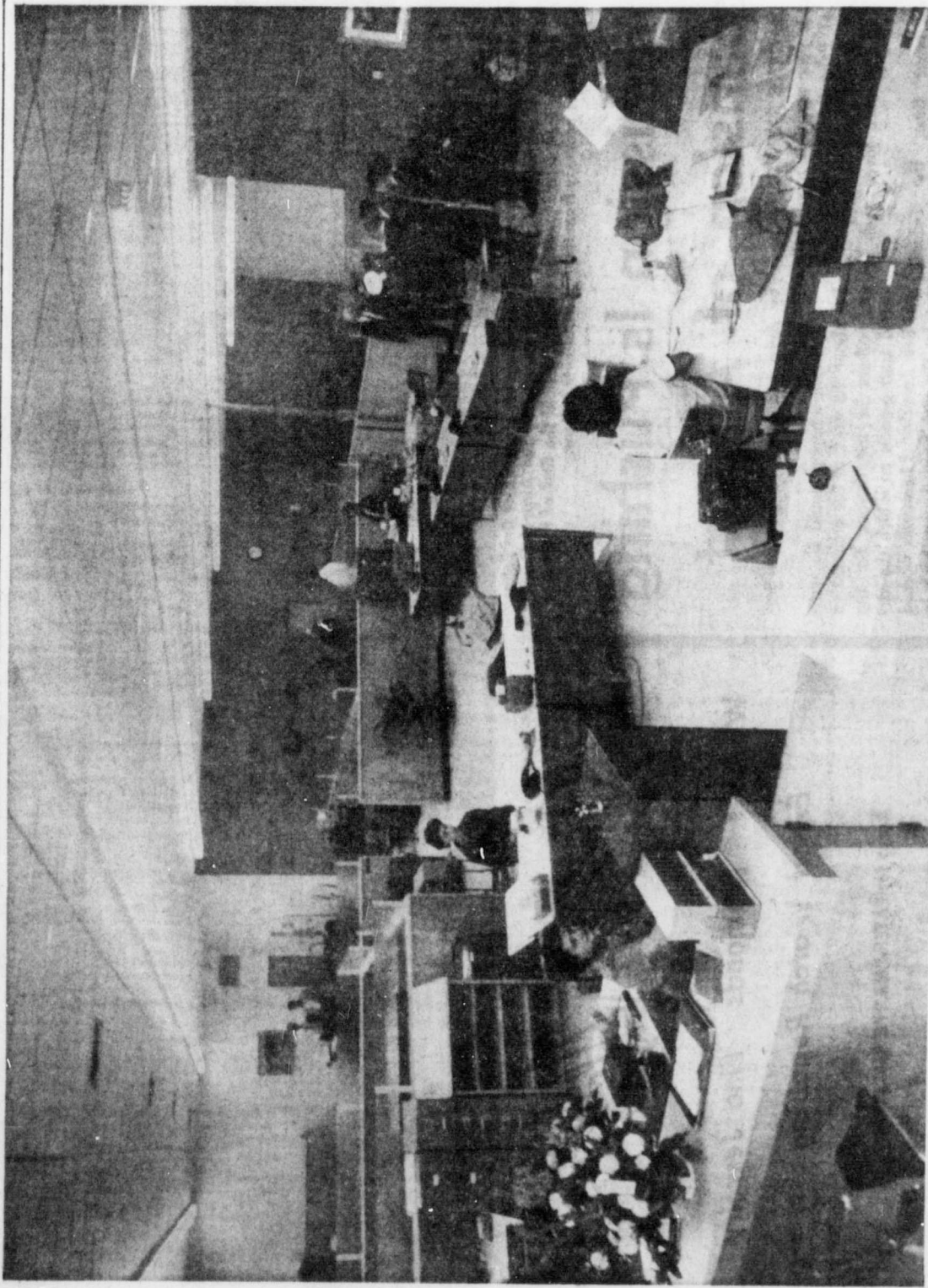
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LIGHT, AIRY AND COLORFUL offices front the new publishing plant occupied in January by The Desert Sun in a move planned by Publisher Carl W. Schooss and officers of the company to keep the newspaper operation in the forefront of the desert area's continuing growth.

SUN STEPS AHEAD

New Plant, Presses Pace Area's Growth

BY RE "PHAT" GRAETTINGER

Palm Springs, too, has grown in a like manner.

The growth of Palm Springs and the growth of the newspaper industry are two sides of the same coin. The Desert Sun was steadily but surely from 1927. It slackened during World War II as the emergency came first. But V-J Day was not long in history before the city and The Sun picked up speed.

In size and activity there is no resemblance to the Palm Springs and The Sun of 1927 today. Little between both at the end of World War II and 1962.

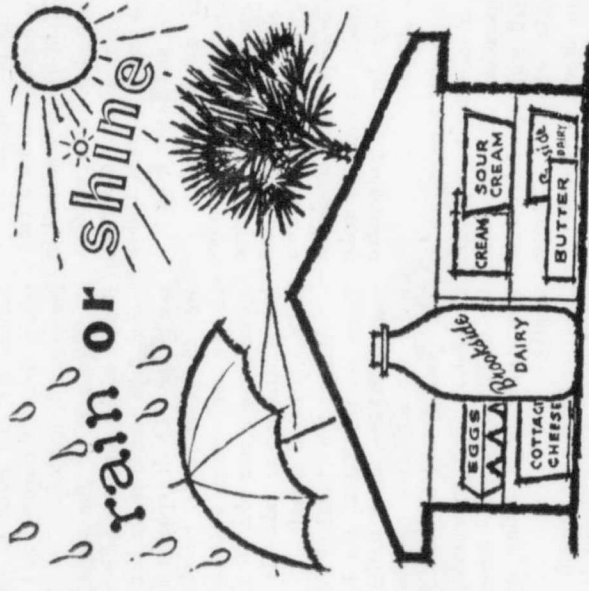
Continuous Performance
Since August 5, 1927, The Sun has never missed a scheduled publication day. With the plant 25 miles away in Banning that sometimes took a lot of doing. Sudden summer cloudbursts, heavy winter rains, high winds, provided many a thrilling and exciting episode in meeting deadlines. There were only narrow twisting roads linking Palm Springs and the outside world and they were not protected as are the highways of today, but The Sun always made it.

Many other items besides the vagaries of nature were surmounted in the 20 years before The Sun plant was contained entirely in Palm Springs and the problems of transportation as [See Plant, Presses Page 43]

No Comparison
Today that 1927 office would be lost in one corner of the new Sun building. The part time staff of two has grown to more than 70 full time employees, the equipment, worth a few hundred dollars, to the most modern machinery worth almost seven figures, the size of each issue and the readership, has increased in astronomical percentages.

It was a small office, a small office, a small newspaper and a small village when The Sun first appeared on that hot August day in 1927. But it was a big idea.

Today that 1927 office would be lost in one corner of the new Sun building. The part time staff of two has grown to more than 70 full time employees, the equipment, worth a few hundred dollars, to the most modern machinery worth almost seven figures, the size of each issue and the readership, has increased in astronomical percentages.



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Climate Aids on Conclaves

Visitors Bring Big Push to Area's Business

Delightful climate, clear air, good meeting facilities, and true western friendliness year by year are helping to make Palm Spring a major convention town.

Ten years ago 16 conventions were held here. Last year there were 219. In 1961 a total of 35,919 delegates brought an estimated \$7,613,000 to the desert spa as opposed to 10,346 delegates contributing an estimated \$1,396,710 in 1951.

Persons from all walks of life convene here — from rocket engineers to grocers. Two of the largest conventions held here last year were both in October at the Riviera Hotel. Magic-Bagie attendance totaled 4,500 from Oct. 7-11, while 5,000 Al Nalajah Shriners convened Oct. 13-15.

Spring And Fall

Other October conventions included 300 American Association of University Women at the El Mirador Oct. 6 and 7; the National Security Traders Association with 570 members at the Riviera from Oct. 16-21; and 400 members of the Merchants and Manufacturers meeting Oct. 22-26 at the El Mirador.

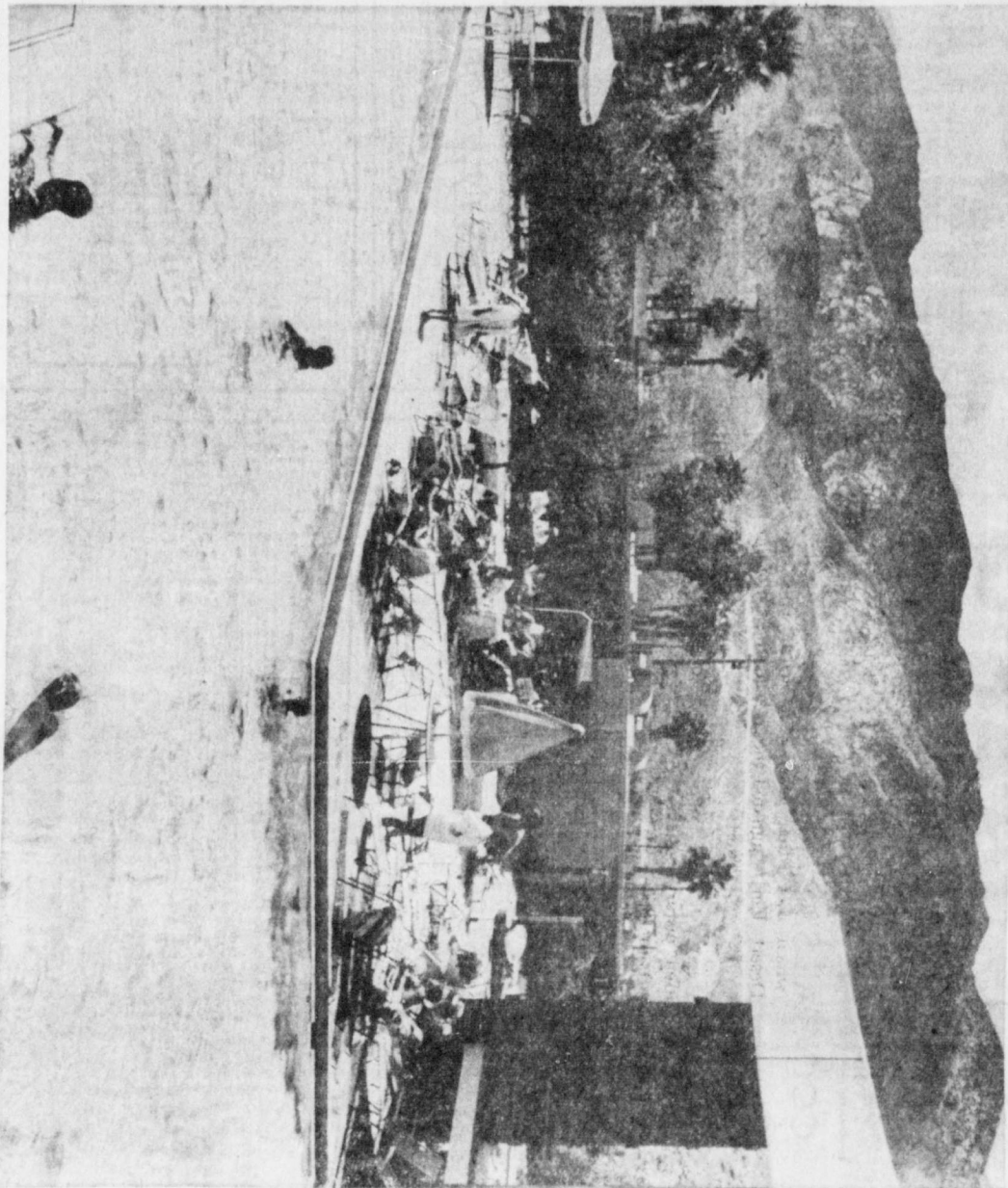
Also finding Palm Springs just right for study and play were 600 American Rocket Society members who met Apr. 3-7 at the Riviera, and 900 Oto-Ophthalmological members, who met there from Apr. 29 to May 5.

The Oasis Hotel was the meeting spot for 300 members of the California Contract Cities who got together Apr. 6-9. The Riviera was again the scene for a large convention when 2500 California Grocers convened Nov. 10-16. The American Institute of Oral Biology, a group which has been holding conventions in Palm Springs for many years, met 300-strong at the Riviera Nov. 6-10. The National Association of Claimants Counsel of America turned out 600-strong for a convention Apr. 6-9 at the Riviera.

Facilities Are Varied

Conventioners have a choice of 5,364 multiple units in which to stay while here. Palm Springs' largest hotel, the Riviera, has 553 rooms and meeting space for 1350 persons in its Mediterranean Room. Its Versailles, Marquette and Monaco Rooms each seat 100 persons.

The El Mirador, second largest, is a favorite with large groups due to its lovely grounds, mail, huge swimming pool and attractive bungalows. The El Mirador auditorium seats 450 persons. The Holiday Inn has 100 hotel rooms and dining rooms seating 200 and 100 persons. The Sands has 400 hotel rooms and the Oasis has 175 rooms, specializing in meetings of about 200-250. The Palm Springs Baltimore specializes in small groups meetings.



A FAVORITE recreation of the desert area, strange as it seems, is swimming. Palm Springs leads the nation in swimming pools per capita, with expensive ones in most all motel and hotel establishments and a variety of sizes at homes. The hourglass-shaped pool at the above push lodge is not particularly out of order for such places.

The new Desert Museum auditorium seats 360 persons and is being used by convention groups staying in the center of town.

Bureau Shows Growth

The Ocotillo Lodge has 124 rooms and specializes in small groups and board meetings; the Desert Inn, with 99 units, has meeting facilities for groups of about 200. Desert Air, with 56 rooms, specializes in fly-in groups.

The convention bureau in the Chamber of Commerce is explained by Mrs. Roberta Nye. Her assistant is Rubie Jacobson. Convention business growth is evidenced by the fact that 1961 was the first year Mrs. Nye has had a full-time assistant.

Their work includes pre-convention mailings, handling registration desk material and personnel welcome cards, housing surveys and placements, tours and fashion shows.

During large conventions Mrs. Nye supervises and helps run convention information and operation desks at the convention spot.

A survey made by the California Association of Convention Bureaus estimates that for every dollar spent by the Palm Springs Convention Bureau Association of Convention Bureaus over \$500 is returned.

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588 South Palm Canyon Drive

Commission Is Pushing Expansion of Airport

By GENE JOHNSON

Just a year ago this month, the citizens of Palm Springs approved a \$3,000,000 airport bond issue by the largest majority ever given such a measure.

Since that time, the federal government has made two grants, one for \$537,000 and another for \$720,000.

With this potential bankroll, the city is in process of developing a top-flight municipal airport which will be a fitting adjunct to the world's No. 1 desert resort area.

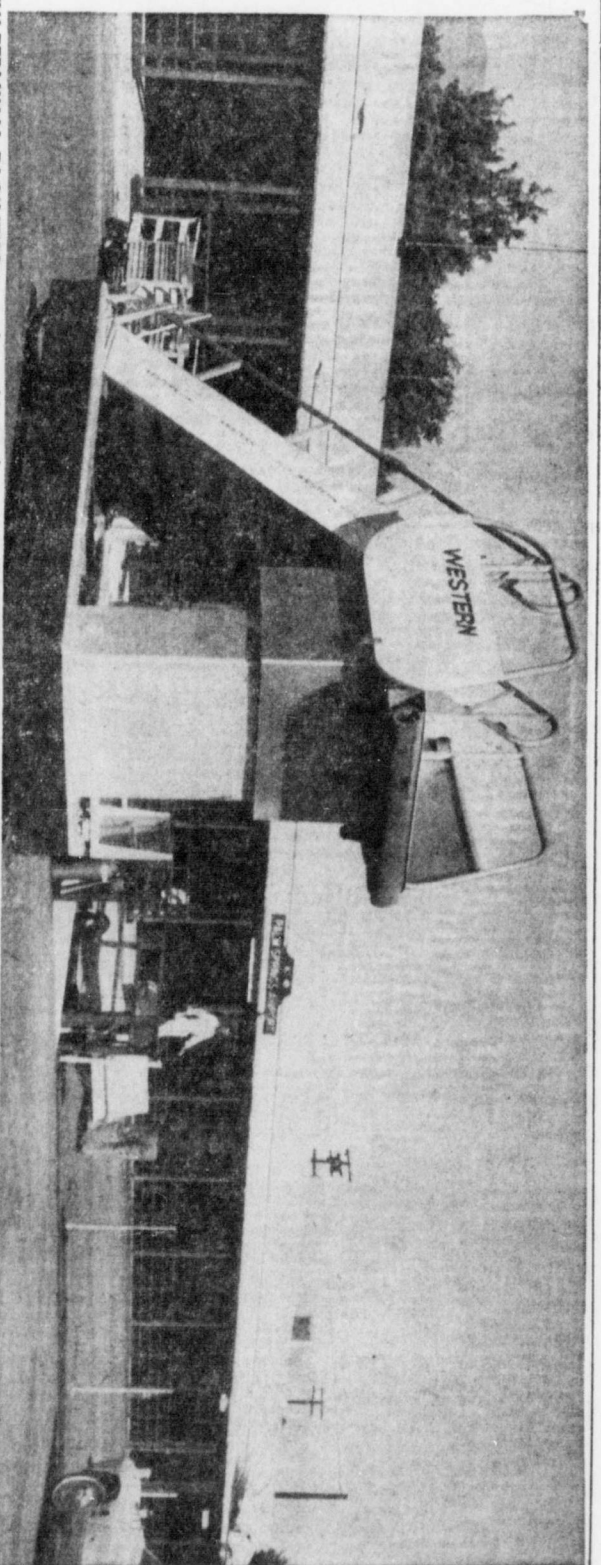
Much of the planning for the airport has been carried out by a commission set up by the city council in the same month of the bond election. It includes Tom Kieley, chairman, with F. Gillar Boyd, Edward Dillon, Hardin Hart Jr., and Lester Selig.

Manager Named
That group, using a time schedule which was proposed at the time of the bond election, has worked out negotiations with the Indians who own the land at the airport and concluded many other studies in order to make recommendations for a progressive growth at the airport.

One of these was a recommendation to hire a manager to supervise leases and operations. This was completed last fall with appointment of Delmar Canady, who held a similar capacity at an airport in Detroit.

Another recommendation was to contract with the Butler Aviation Company to handle fixed base operations at the airport on a lease. (The contract gives Butler exclusive maintenance and fueling service at the airport, and authority to operate rental cars, fly charter service, provide flight instruction, and collect landing fees and tie-down fees.) This was just completed by the city after approval by the Federal Aviation Authority.

Cost \$2,973,000
Other airport tenants include a restaurant service which recently applied for a beverage permit to allow for a cocktail lounge, as well as a charter service by Roy Schreck, flight instruction by Dan Jones, car rental



NEW TERMINAL FACILITIES to replace this inadequate structure at the Palm Springs Municipal Airport today are being planned by the Airport Commission. The city took over operation of the big field the first of the year on purchase of the property from the Agua Caliente Indians.

Expansion of Airport

by Avis, and Hotel Reservation Service.

A whole chapter could be written about the work of the commission and others in negotiations for the varied land parcels on which the airport lies. An original lease was worked out by the city council way back in 1940 on Section 18. The bond issue of last year was to purchase 590 acres there at cost of \$2,973,300.

Since that time, another 20-acre site over which part of the NW-SE runway runs was purchased; and in January, the commission opened negotiations for 120 acres of land over which the N-S runway and taxiway are presently located.

Popularity of the airport is reflected in the figures which were obtained in a traffic study last November by the FAA. It reported that there are 42 permanently based aircraft there and some 24,000 transient operations per year plus an additional 12,000 landings or take-offs effected by locally based aircraft.

When the transient operation figure reaches 25,000, the FAA will make provision for a traffic control tower and a 24-hour operation of it. This pinnacle will be reached within the next six or seven months, according to estimates, and a tower operation should be a reality within 24 months.

Pattern for Growth

Future of the airport is set into a pattern which will help the entire area to grow, "according to commission chairman Kieley. "At the present time, the commission is processing a third application for FAA funds which could amount to as much as a half-million dollars," he said.

The master plan at the airport has been completely revised to adjust to immediate needs as well as the long-range haul, Kieley reported. "Our immediate needs consist of a terminal or operations building which should come sometime in the next 24 to 36 months, a control tower, additional hangar facilities for private aircraft and increased scheduled airline service to Palm Springs.

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Palm Springs Once Just Hot Water

(Continued from Page 17)

In 1886 a syndicate was formed to promote the townsite on Section 15. The town extended from North Street (Alejo Road) to South Street (Ramon Road). The north and south streets were East Street (Indian Avenue), Main Street (Palm Canyon Drive), Palm Street (Belardo Road) and Orange (Cahuilla Road). The latter two were never cut through.

Builds First Home

Judge McCallum built an adobe home where the Oasis Hotel now stands and went about obtaining water for his orchards. He built a stone-lined ditch from Whitewater canyon and this established the first irrigation system in the Colorado desert.

The judge now needed a place for the people he urged to visit Palm Valley, as he called it, to stay while looking over the desert. He persuaded Welwood Murray to build a small hotel, which was ready by 1886.

Syndicate is Formed

Judge McCallum laid out a fig orchard and planted citrus trees. The fruit ripened here early commanding good prices in Los Angeles. Thus Palm Springs had its start as an agricultural community. There is little agriculture left now, but Judge McCallum pioneered the way for the vast Coachella Valley by proving what could be done with desert soil and water.

ner of Palm Canyon Drive and Amado Road. Two lots just north sold for \$45 each.

Another important date in Palm Springs' history is 1908 when the late Nellie Coffman started the Desert Inn. The first guest at the hotel, which consisted of wooden and canvas cabins, registered in 1909.

Besides the railroad, the only way to get to Palm Springs was a meandering dirt road from Banning. Mrs. Coffman succeeded in a campaign for a better road and a celebration marking its completion was held at the Inn on Jan. 15, 1915.

Rain Takes a Hand

Shortly after the last guest left, the rains came. In the morning there wasn't even the old meandering road left.

There were few buildings here then. Pearl McCallum McManus, daughter of the judge, had built the Oasis Hotel on the site of the original family home. In 1928 El Mirador Hotel was completed and Palm Springs which had started as an agricultural community, was well on its way to becoming a famed resort.

The Hollywood motion picture colony discovered the city and it became their favorite playground.

Becomes a City

In 1937 the city was incorporated

with 910 registered voters, Philip Boyd was the first mayor.

Then followed Pearl Harbor and the desert to the east was the training center for thousands of troops. El Mirador Hotel became Torney General Hospital and the Air Transport Command took over and developed the city's airport.

When peace returned the city really began to boom. Its population went from slightly more than 3000 then to an estimated 14,000 today.

The Indians Knew It

After centuries of a desert wasteland, Palm Springs began to blossom three-quarters of a century ago and in the last few years, this blossoming has been speeded one-hundred-fold.

The same lure which brought the Indians to congregate here, the healthful climate, the mineral spa and the sheltered nook in a corner of the granite protecting walls west and south, brought the white man and started the great community which it now is.

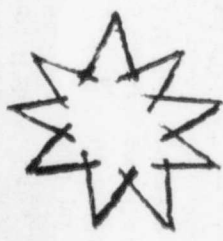
Started in this little nook, the Desert Empire has fanned out east, north and south to embrace many famous communities.

For the first settlers here 78 years ago soon found out that the Indians were right. And the latest arrival in 1962 agrees with them.

No visit to Palm Springs is complete

without a visit to the

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For Appointments Phone 324-3351

Indian Avenue and Tahquitz Drive

Palm Springs

Palm Springs History Start: 1853

BUBBLING HOT MINERAL WATER FOUND BY FIRST SURVEY PARTY ON DESERT

Who was the first white man to brave the sandy wastes which now constitute the luxuriant Desert Empire?

No one has the exact answer to that question for the written history of the Palm Springs area starts in 1853. Prior to that, there are just legends—scores of them—and no two agree on all of the details.

It is generally accepted, however, that Capt. De Anza and his soldiers were the first white men here. And the few scraps of information indicate that they didn't see the site of the present Palm Springs but crossed the mountains, quitting the then inhospitable desert, at about the site of the present Palm Desert.

First Road in 1853

Lt. R.S. Williamson of the United States Army and William F. Blake, government geologist, cut a wagon road through San Geronimo Pass to lead a survey party into the desert in 1853. They discovered a bubbling hot mineral springs in the brush and sand in what is now the heart of Palm Springs.

The survey was completed in 1855.

Railroad in 1877

Next step in the story of the desert's development was taken in 1877 when the Southern Pacific Railroad completed it Los Angeles-Yuma line across the sands. In 1881 this line was connected with one from the east. The desert was on its way to growth and fame which came slowly at first.

To encourage railroad building Congress had given all odd-numbered section of lands to the company for ten miles on either side of the right-of-way. In 1876, President Grant signed a bill withdrawing all even-numbered sections from public sale, for Indian reservation use.

School for Indians

The first school in the area was for

IN EARLY DAYS such trains as the one above brought vacationers to Palm Springs, puffing smoke back over the wooden coaches—a far cry from the sleek conveyors of today.

Indian children and was located at what is now Indian Avenue and Arenas Road.

The first recorded real estate transaction was in 1880 when Pedro Chino sold his little ranch, consisting of a few fruit trees and an adobe house, to two San Bernardino men.

This area was then in San Diego country. There is no record that the buyers ever lived here. The first white resident to make this his permanent home was Judge John Guthrie McCallum. That was in 1884.

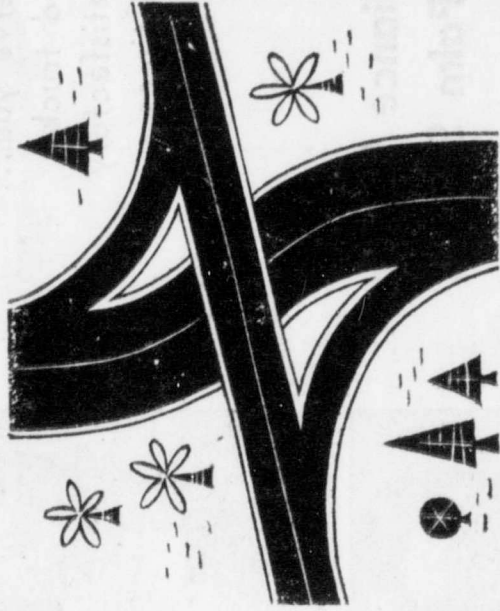
So in 1884 the judge moved his family to Agua Caliente as Palm Springs was known then.

On March 24, 1885, Judge McCallum acquired a fifth interest in the original townsite of Agua Caliente and later, more acreage from the Southern

(See Palm Springs, Page 32)

Came Here in 1884

His son had been stricken during the San Francisco typhoid epidemic



NO MATTER WHERE

YOU TRAVEL OR LOCATE

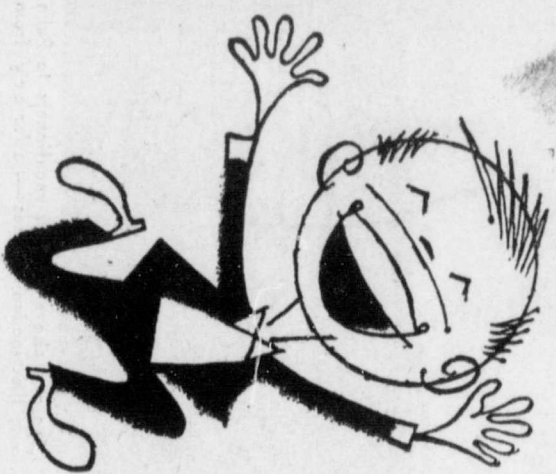
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Attendance

In Schools

Shoots Up

The desert resort area's population growth has been matched this year in a new record peak attendance in the Palm Springs Unified School Districts.

The 4,196 youngsters including 1,175 high school students — bells on Feb. 2, were joined by scores of others who attended St. Theresa's Catholic school in Palms Springs, and the fashionable Palm Valley school.

Climbing enrollments in the Palm Desert elementary school — part of the Indio district — have also added to a common desert resort area need: more schools for more youngsters.

In Palm Springs, plans for a new elementary school in Section two have been approved for bids. The school to be constructed on a 10-acre site with joint use of an adjacent park area, will have an estimated \$598,637 gross cost, John Porter Clark, architect, told the board. Net cost may be \$341,650.

In Palm Desert, a new elementary school and a new junior high school are expected for the growing resort community. That community joined other district voters in approving a \$1.5 million bond issue, which will be boosted by a \$1 million state grant.

During the past year, Palm Springs district improvements have totaled more than \$1.45 million. Top cost item was the shower and locker facilities at Palm Springs High School, which cost more than \$390,000.

The high school's arts and crafts building was completed at a cost of approximately \$200,000, and 16 high school classrooms were modernized for flexibility and educational efficiency at a cost of \$54,000.

Donbling the size of the Desert Hot Springs school site has cost \$43,840 to date, and additions to the school have totaled \$70,690 spent and encumbered. Added were a kindergarten plant and library-classroom unit.

With approximately 2,500 the district enrollment transported by bus, maintenance is a major district consideration. The new maintenance center for buses, plus warehousing and over a 11 maintenance headquarters now under construction on the Palm Springs airport grounds will cost \$377,845.

Now under study by a citizens advisory committee headed by James Schlecht, Palm Springs attorney, is the possible financing for the planned new Section 11 junior high school, and other growth needs. The high school, which will probably be constructed in phases, will permit ultimate conversion to a six-three-three division of the grades, with junior



HOOKEY can be a delight in the desert area, basking in the sun, dipping in a swimming pool, doing any number of things kids elsewhere do when ditching school.

or finding some such splendid place as the 60-foot waterfall in Tahquitz canyon — a 20-minute hike away.

high and high school each three year curriculum divisions.

In the final drawing stage for the Palm Springs district is a new education administrative — staff center, which will cost an estimated \$282,276.

The Palm Springs district's \$3,129,559 budget—an estimated average of \$693 per pupil—makes the district the biggest single business within the area. The business is essentially basic education, with mental growing room for enrichment programs.

The 167 teachers and administrators in the district work for a continuing intellectual growth of the pupils, who attend the system through their elementary and secondary school careers are backed by an intensive testing system which spots their gains and areas of needs.

Added to the curriculum this past year has been a French and Spanish program in Nellie N. Coffman Junior High School.

The basic education process stressed here begins in the first grade, continues through the six elementary years. "Specialization" enrichment or advanced courses begin in the junior high program.

In Palm Springs High School, a full catalogue of courses offer both basic requirements and courses of special interest. The seventh period program for academically talented students — plus the wide program of extracurricular activities—allow flexing room for vigorous young minds.



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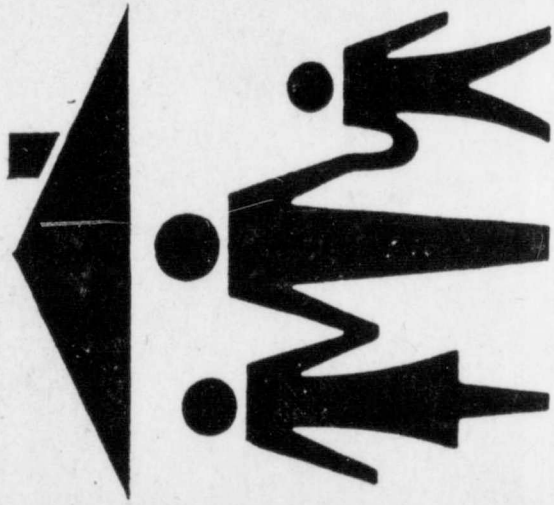
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Progress To Touch The Heart

DESERT HOT SPRINGS — Progress that touches the heartstrings has been made during the past year at Angel View — where crippled children's lives have been easier through treatment in the new A. Wardman Wing.

Angel View, the hope that gained substance in love, has made progress that shows on charts. But the charts are scant measures of the warm smiles and bright laughter of children helped, or healed, or given hope.

In seven brief months, 33 youngsters have been treated in the new 16-bed A. Wardman hospital wing. Their care has been lavish, professionally competent, and free. New therapy and precise operations have helped the handicapped but gritty youngsters gain the ability to be free — at least in measure — as other youngsters are free. Free to walk, to run, to take hesitant first steps, teaching and gristle to respond to determined young minds.

Angel View Crippled Children's Foundation is non-profit, non-sectarian. It doesn't make miracles, but it does provide all that man can give some crippled children.

The Angel View Clinic — up on Miracle Hill Road — has 142 outpatient beds and in exercise therapy rooms are combined with dry desert air to ease the pain and handicaps of hundreds of youngsters. Since the inception of the clinic in Oct. 1955, more than 429 youngsters have been treated.

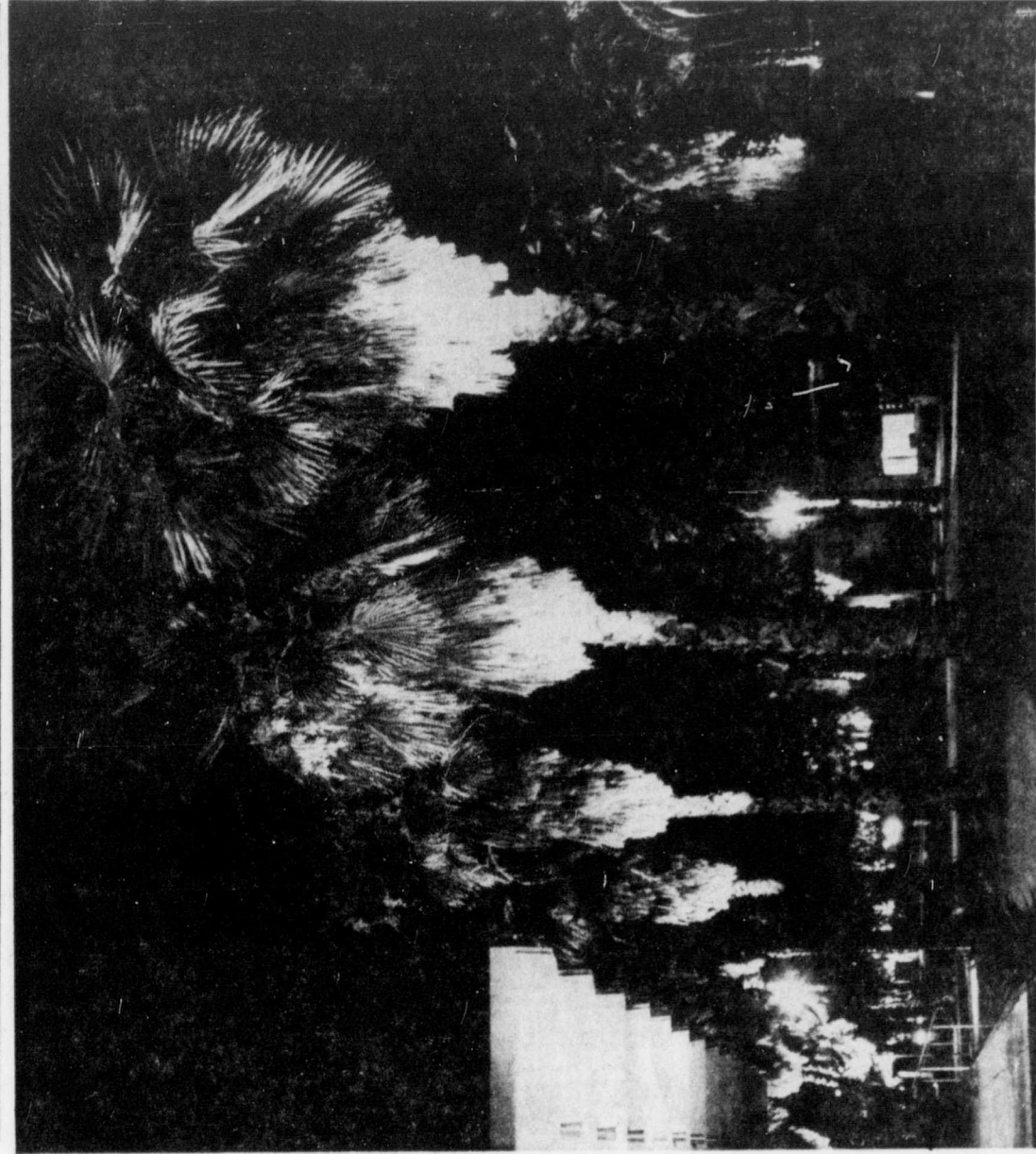
Healing can be a slow process, and therapy is a constant thing. During the years of Angel View's work, physiotherapists have given more than 8,509 treatments here.

The medical director of Angel View is an orthopedic surgeon. Aided by 10 medical doctors, nearly 2,000 clinical examinations have been made. Patient care is also donated by four dentists who work with the young patients here.

The A. Wardman hospital wing is a shared building. Made possible by a \$50,000 donation by the late Aubrey Wardman, pioneer Desert Hot Springs developer who participated in dedication ceremonies May 15 to 1955, other groups and individuals donated the approximately \$70,000 required to complete and furnish the entire building. Crippling illnesses from polio to syphilis analysis has resulted in the patients.

The Angel View Crippled Children's Foundation was formed Jan. 5, 1955, after an eventful decade which saw the healing of Leslie Morgan and his son, Mike. Morgan, impressed with the work of dry air, hot mineral baths and good medical care, began talking about what could be done for others.

In Oct. 1954, Morgan, Dr. Robert Bingham, Riverside orthopedic specialist and Congressman John Phillips began the public discussions which led to Angel View.



SPECTACULAR is the only term for the effect provided by the lighted palm trees along Palm Canyon Drive which attract visitors and long-time residents throughout the season. Palms were extended to the north city gates this fall.

Communications Firms Expanding

Along with all phases of activity in the Desert Empire, the communications industry today is making rapid progress.

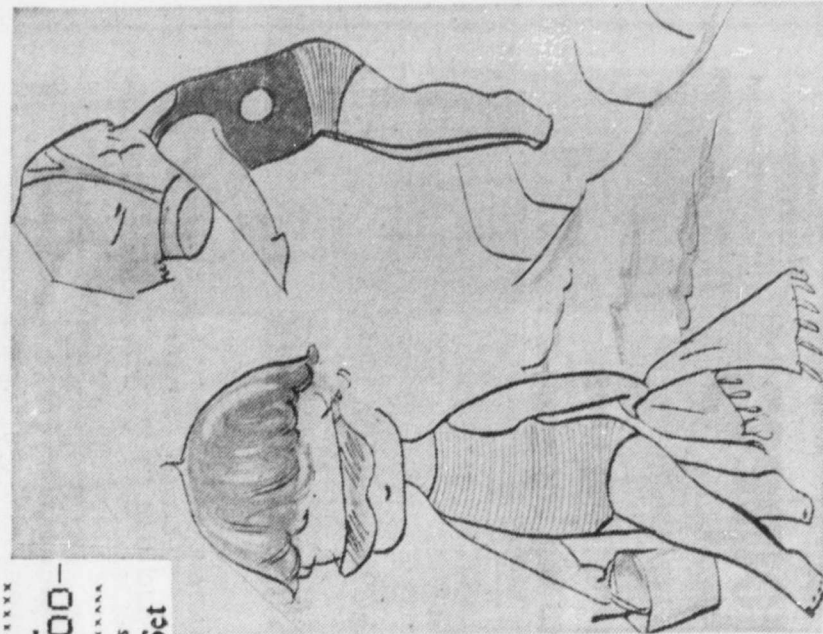
And in the forefront of the industry is the Cameron Broadcasting Co., and its radio station KDES, which on Feb. 3 joined The Desert Sun in completely new and greatly expanded quarters at 611 South Palm Canyon Drive, Palm Springs.

The move came only six months after completion of new transmitter facilities that give it the tallest antenna in the area and right on the heels of Federal Communications Commission approval for inauguration of FM broadcasts — soon to be activated Manager Norman Lofthus reports.

Keeping competition keen along radio lines are two other local stations, radio KCMJ, which as the resort area's oldest station is in its 16th year of operations, and radio KPAL.

KCMJ, which is operated by the Westminster Broadcasting Co., under Morris Bergreen, president, and Patrick Raymond, manager, is affiliated with the Columbia Broadcasting System and claims a 1,000 square-mile listening audience.

KAPL, headed by Harry Maizlish, has announced plans to increase its power to 1,000 watts in the near future. With studios in the new Palm Springs Sands Hotel, this station is affiliated with the American Broadcasting Company's national network.



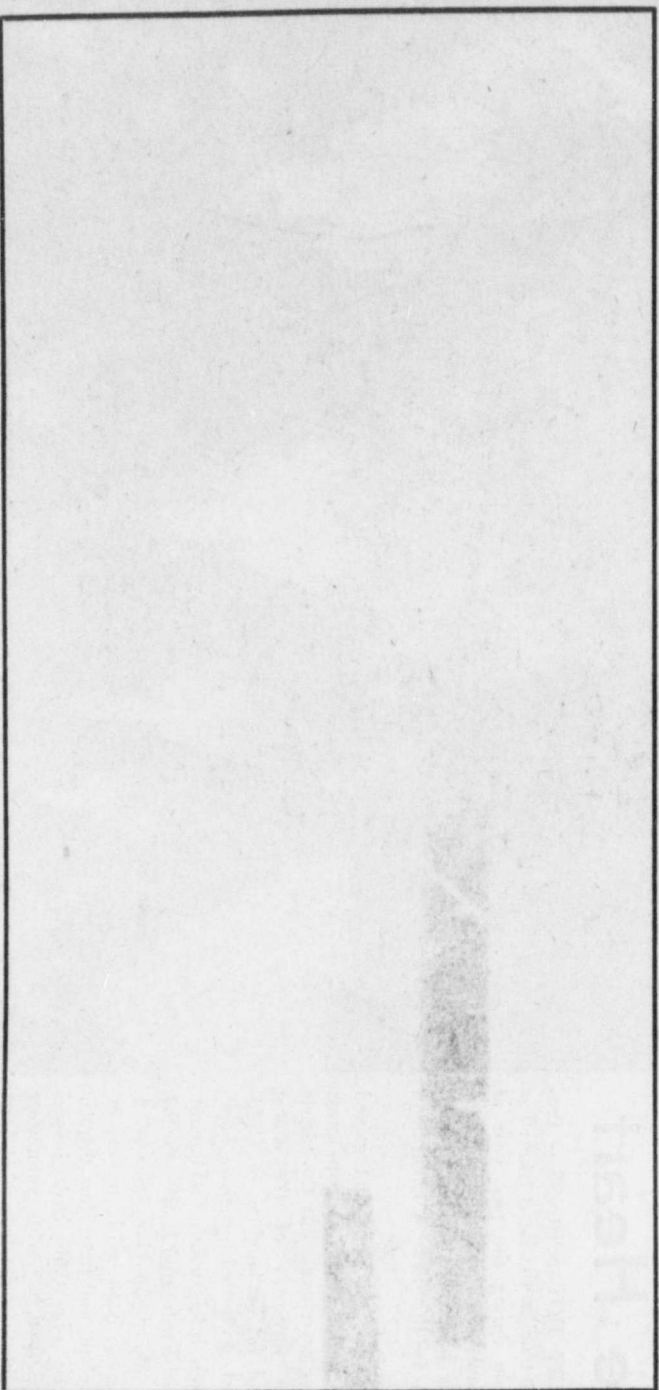
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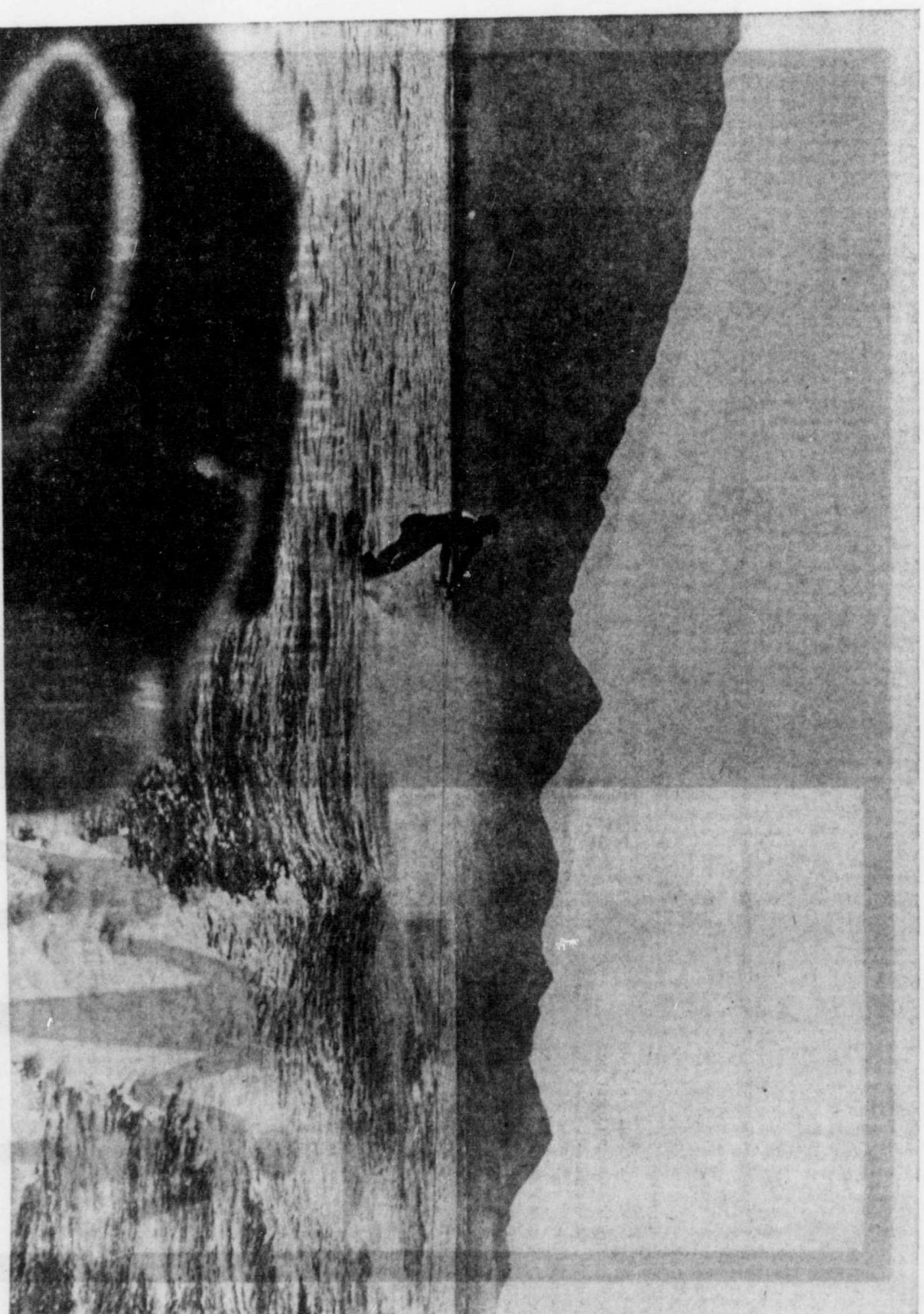


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WITH NO TIDES OR CURRENTS Salton Sea is fast becoming the headquarters for the water skiing set. Spectacular mountain scenes provide back-

Palm Springs Is Hub Of Swimming World

The of swimming hole — complete with heater, filter, lights and in many cases an electronic alarm system — has made the world's biggest splash in the desert empire.

Palm Springs, desert hub of the swimming pool world is dotted with approximately 2,600 sparkling pools and the resort area from White-water to Indio contains an estimated 750 more pools.

The pools, usually standardized additions to existing homes, are pre-ordered with housing developments. There have been some fancy variations on the theme, proving man's irresistible urge for water in the desert.

At Pinon Crest, on Highway 74 approximately 4,000 cool feet above the Coachella Valley floor, one householder blasted a full-sized pool from solid granite. With piping holes drilled in, the pool presumably counters its high initial cost with a maintenance record — but water has to be hauled to the site.

"It won't crack, chip, or peel," the owner reported proudly.

The urge to take a cooling dip continues during the entire year in the desert, but apparently reaches its peak as the hot summer months approach. Palm Springs building department permits recorded a 1961 peak of 23 swimming pool permits issued in May, 1961.

Most swimming pools are located near the patio or in the rear or side yards. Some in the country club area are built half in, half out of the house itself.

None knows who took the first plunge for a private pool. Ted McKinney, city councilman and real estate man, recalls the carefree days in Tahquitz Canyon, and Jimmy Cooper, chamber of commerce manager, recalls a huge pool in the rocky ledges of the upper Araby canyon walls in the early '30s.

The ambitious pool venture came to a dry end when the owner failed to reach an agreement with the nearby well owner.

One of the first hotel pools was constructed at the proper, pioneering Desert Inn. The Tennis Club's palm-bordered pool has become one of the most photographed local pools, though it is in the lush grounds of the private club founded by Mrs. Pearl McLanous.

Palm Springs began counting its pools in July, 1951, and found 531 in operation. By December, the figure had climbed 50—in two years it had nearly doubled, any by the end of 1958, the 1951 count had tripled.

In the growing desert, being in the swim is the hospitable thing to do — and with one pool for each five Palm Springs residents, it can also be a quiet family affair.

drop for skiers on the salty 40-mile long lake. Many come long distances, ski through the winter.

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14 Reasons for Our Golf Capital

(Continued from Page 23)
The club, Eddie Susalla is the Indian Wells Country Club pro-manager.
Completed in 1958, the breathtaking Bermuda Dunes Country Club was the site for the final 18 holes of the 1962 Palm Springs Classic won by Arnold who was the winner of the initial golf tourney.

The co-owners are Ray Ryan and Ernie Dunlevie and the golfing facilities there provide the very best to the many important entertainment personalities and industrialists who are winter residents.
Covering more than 250 acres of fairways and greens, the 18 hole championship layout snakes around and over 7,008 yards. Club professional is Ed Vines.

In January 1958 the Eldorado Country Club was opened to its members, and one year later the new 1,000,000 clubhouse was completed.
By far one of the most beautiful country clubs in the world, and has been tagged as the playground of world leaders. The club is most picturesque with its many singing fountains and arbors, which blend with the over-all landscape to add another "gem" to the linking bracelet of courses which dots the desert making up the "Winter Golf Capital of the World."

The club is operated by its membership, through a board of directors, and its president is its founder, Robert McCulloch. The club is managed by William Dougherty and the club

ing range, is open to the public and guests of the hotel.

The Palm Springs Golf Course opened to the public in '59 also and has been tagged, after much controversy, as a very successful and profitable operation by the City of Palm Springs.

It is one of the five courses within the city limits of Palm Springs and lies just south of the city of Highway 111. The course is built on 156 acres of beautiful rolling turf and is 6,550 yards over the entire 18 holes of play.

Operated by City Manager Dan Wagner under the direction of the City Council, the course's professional is Zell Eaton.

The La Quinta Country Club, opened in 1960 by a group of men whose names read like a "Who's Who's" in the industry and investment world is located at the southern end of Coachella Valley.

This 18-hole layout was the site of the recent 22,000 one round golf tourney which crowned the winner, "Champion of the U.S.A." Four golfers, Jerry Barber, Gene Littler, Gary Player and Jack Nicklaus vied for the title plus \$10,000 first prize money.

Littler won the 18-hole event and the play was viewed March 18 on All-Star Golf.

The course, too, is run by a board of directors, and club pro is Dick Cocker.

Shadow Mountain Golf Club opened its 100 acres of play in February

ary 1960, and immediately contained a long list of membership.

The golf club, which is run in conjunction with the Shadow Mountain Club, cost \$750,000 to construct with each having a separate board of governors.

Head pro of the 5,800 yard par 70 course is Bob Pinnell who has been with the club for nine years.

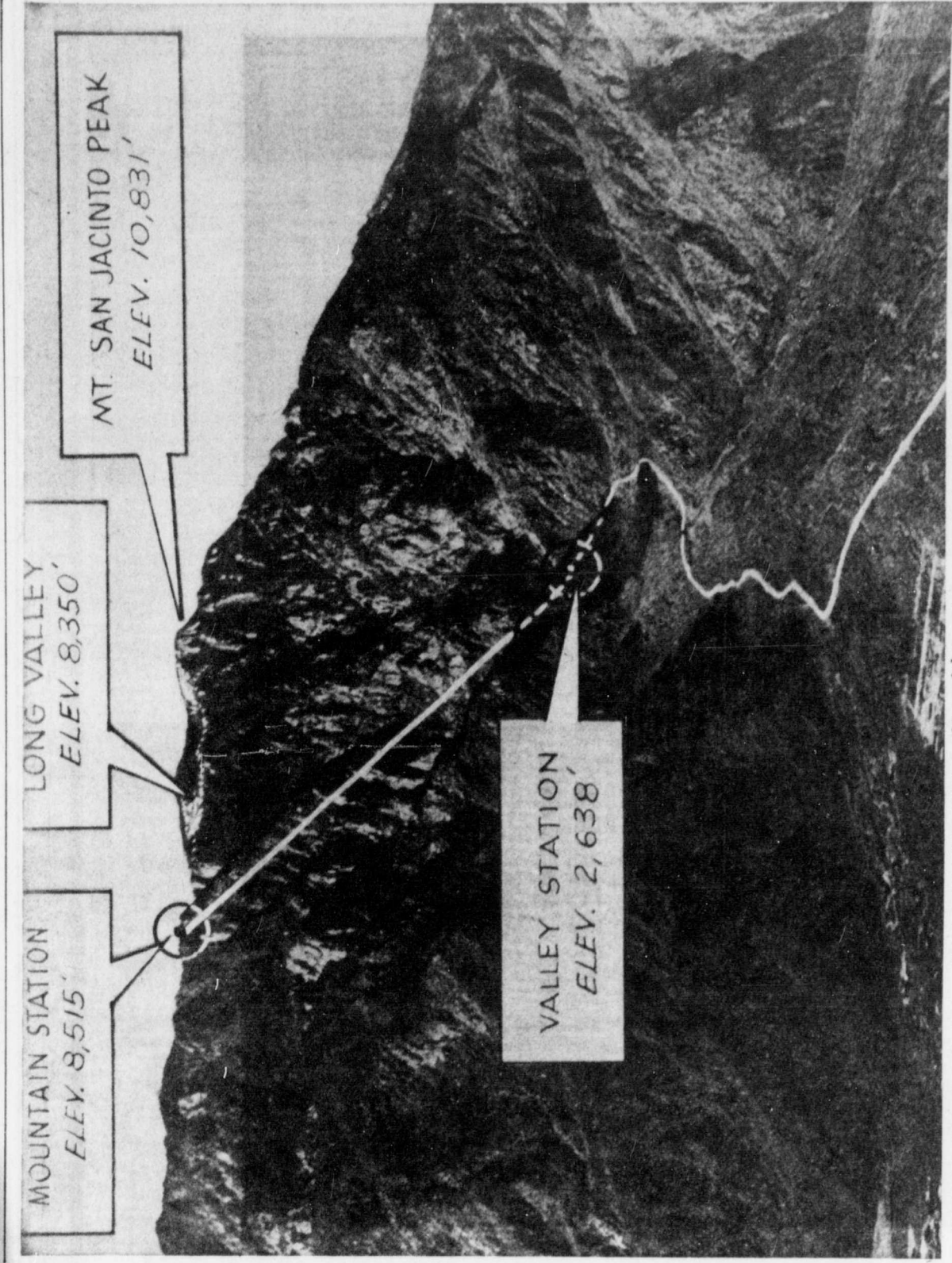
One of the new green spots on the desert is the Westward Ho Golf Club which opened in April of last year and sports nine of the most palatial fairways of any golf course in the desert. Six more of the last nine holes have been completed and the entire 18 will be in operation within a few short months.

J. E. (Doc) Curley is president with E. R. (Ted) Blades serving as vice president and general manager. The famed Beverly Hanson serves as golf pro and can be well remembered when she played in the women's golfing circuit, as she won nearly all the top tourneys during her career.

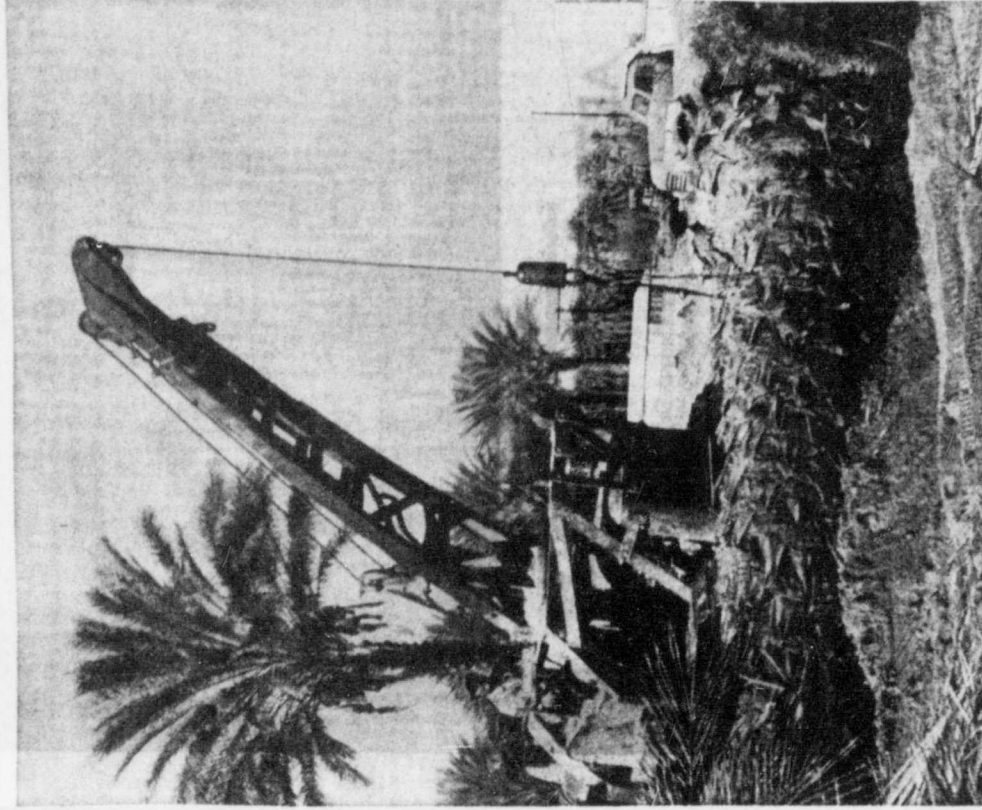
Newest Course

The newest 18-hole course and the last to make up the 15 on the desert is the Canyon Country Club which was welcomed to the "Golf Capital of the World" New Year's day. It is one of the five within Palm Springs city limits.

This 7,001 yard championship layout plays in par 72 as its extended fairways roll with the desert and mountain terrain.

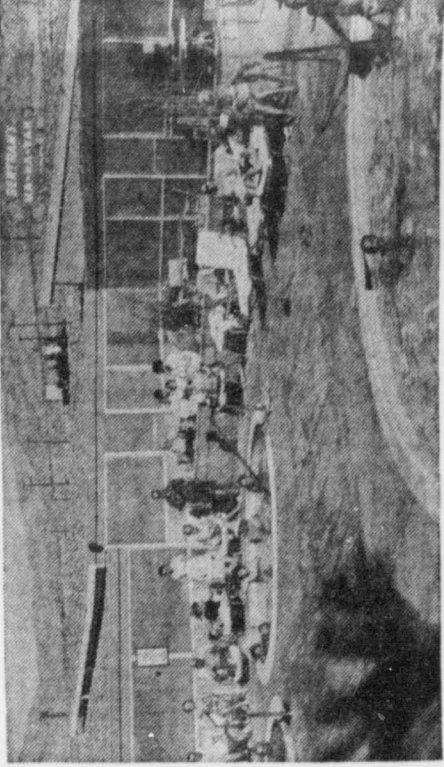


MT. SAN JACINTO Tramway is graphically outlined by artist on this aerial shot. Road up canyon shows route to bottom terminal and straight line up mountain shows course of the cable system.



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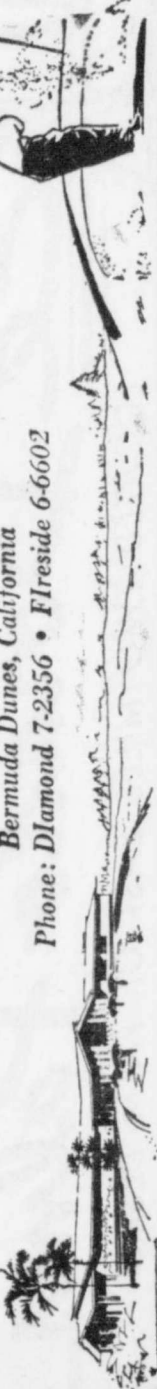
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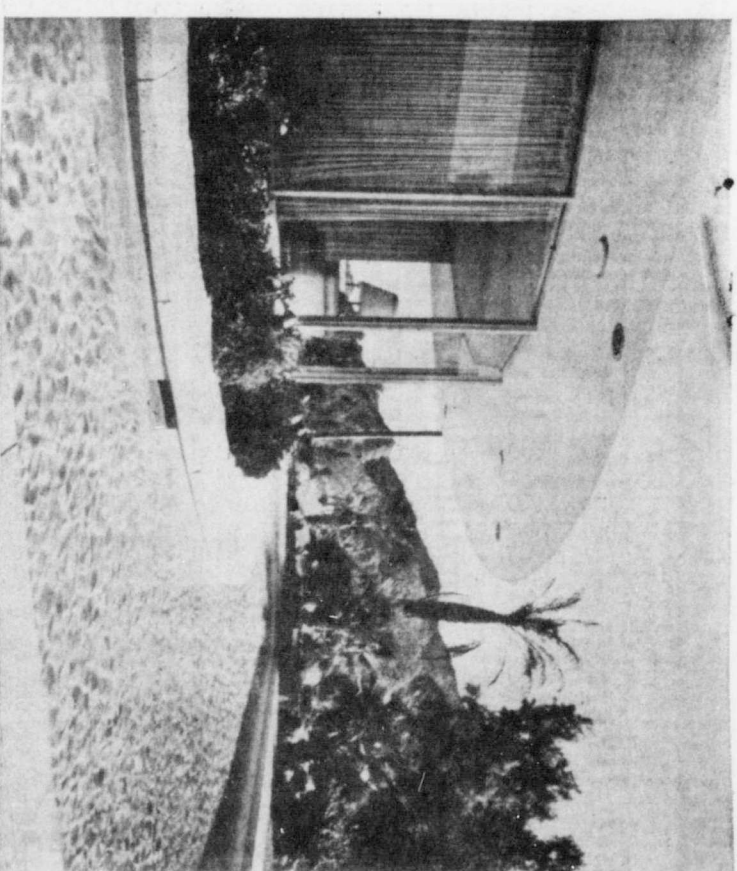
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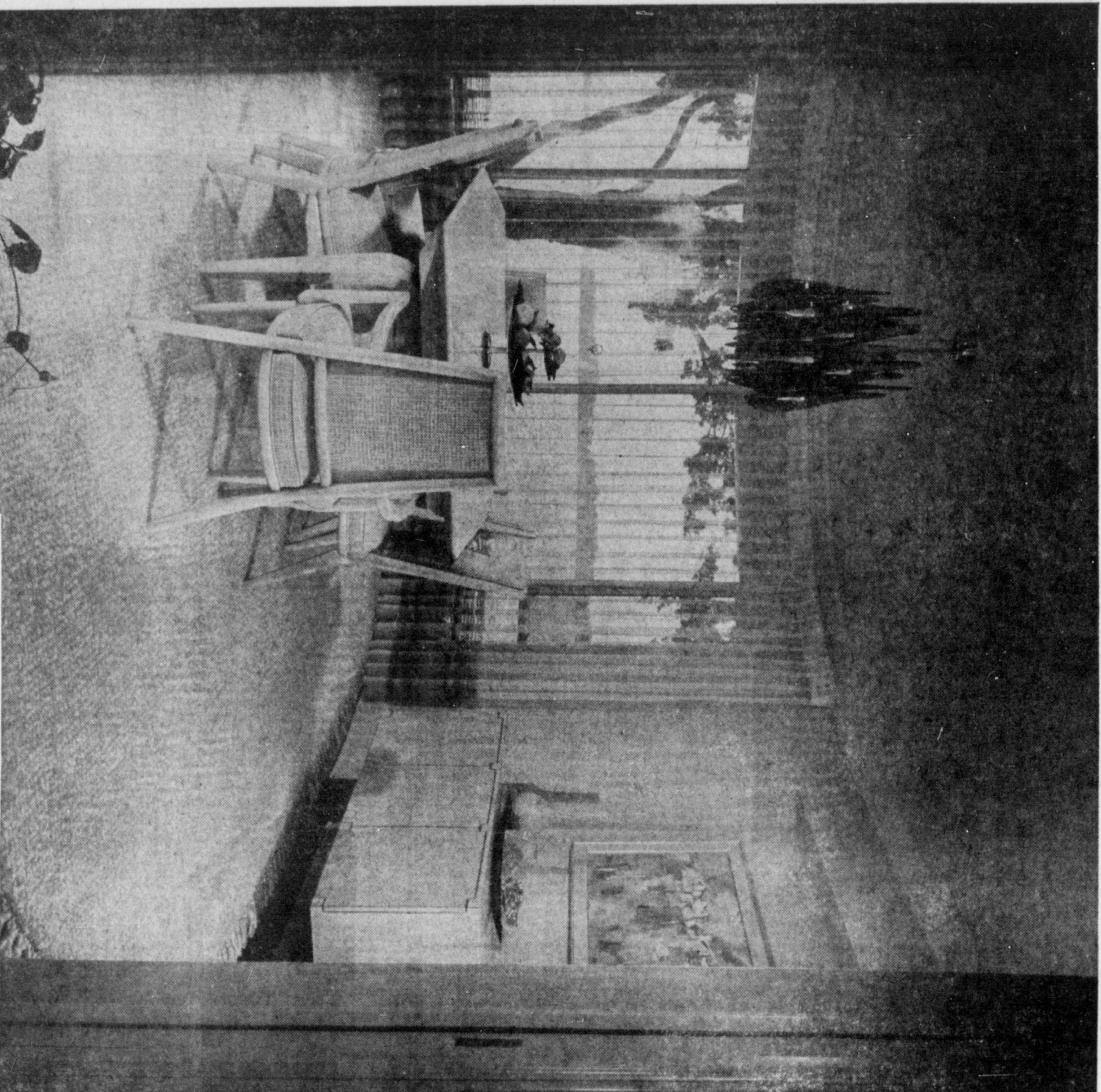


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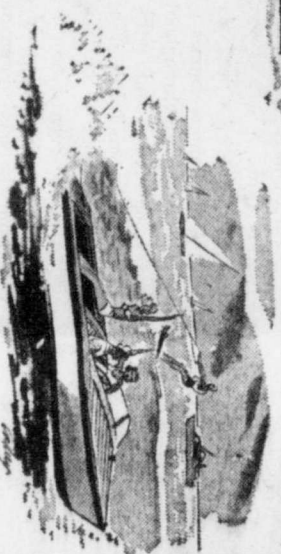
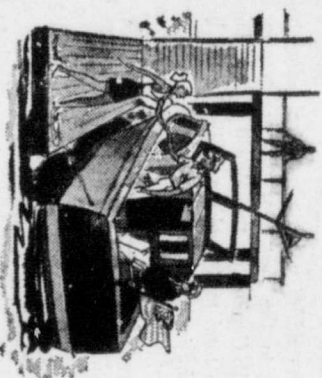
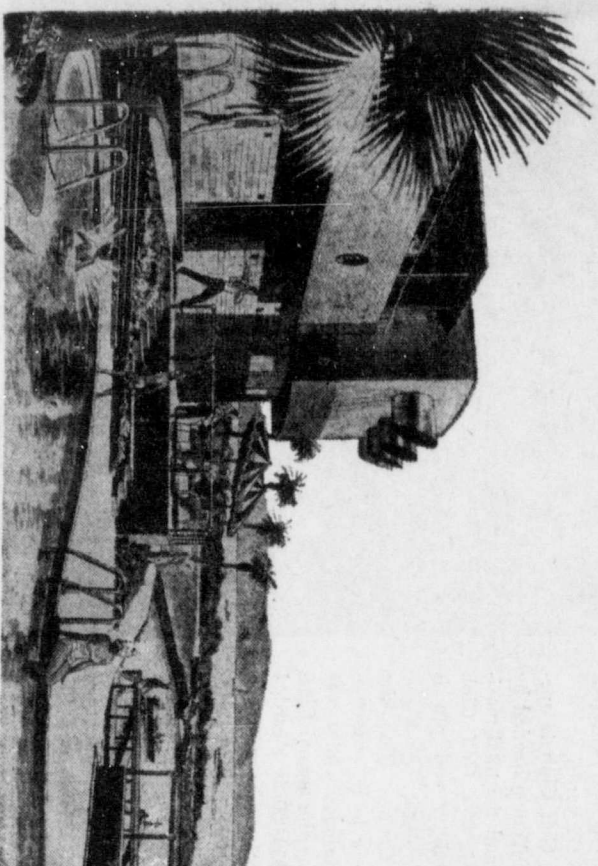


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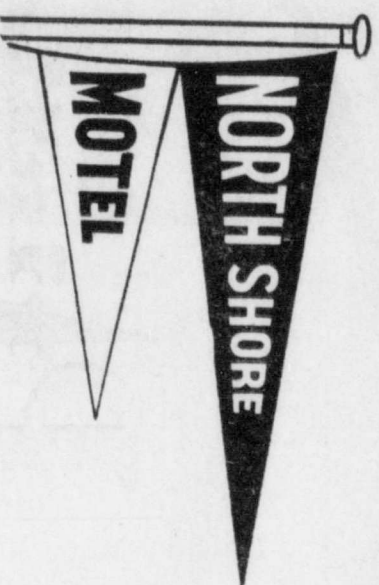


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